

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

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NEW YORK AND CHICAGO, OCTOBER 14, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

SEVENTH ANNUAL CONVENTION

The National Association of Stationers and Manufacturers Held a Very Successful Meeting in Buffalo, N. Y.—Millington Lockwood Elected President—Omaha Gets the Next Convention—Largest Meeting Ever Held.

MANY millions of invested dollars were represented by members and delegates who attended the Seventh Annual Convention of the National Association of Stationers and Manufacturers, held at the Hotel Statler, Buffalo, N. Y., October 9 to 13.

It was a representative gathering of prominent men in the trade from all sections of the country and the interest manifested in the business sessions indicated an enthusiasm that will have a far-reaching effect. The business sessions were replete with spirit of good fellowship fostered by the united action of the delegates toward the advancement of their organization. Outside the business session, which alone amply repaid the delegates for the time spent in Buffalo, the Queen City of the Lakes, there were many beautiful diversions to near-by points which had been planned weeks in advance by the Buffalo stationers.

THE OFFICERS ELECTED.

The election of officers for the ensuing year resulted as follows: President, Millington Lockwood, of Buffalo, N. Y.

First vice-president, Frank D. Waterman, of the L. E. Waterman Company, New York City.

Second vice-president, George M. Courts, of Clarke & Courts, Galveston, Tex.

Third vice-president, Robert D. Patterson, of Buxton & Skinner, Stationery Company, St. Louis, Mo.

Treasurer, Charles A. Lent, of Brown, Lent and Pelt, New York City.

Secretary, Mortimer W. Byers, of New York.

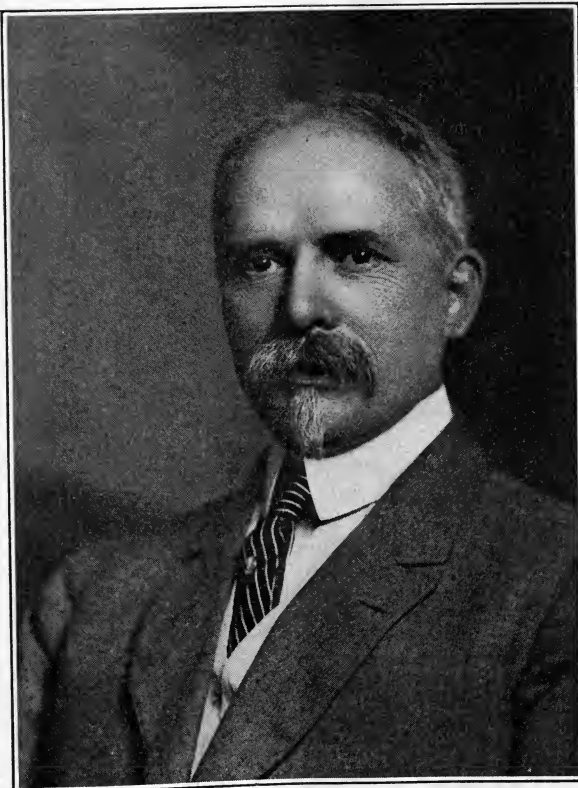
Auditor, Ralph S. Bauer, of R. S. Bauer

visitors surpassed anything yet attempted in other convention cities. The "Gettogetherfest and Surprise Party" provided by the Traveling Men's Night Committee on the opening night proved a great source of enjoyment to the delegates, visitors and visiting ladies. On Tuesday, the ladies had an automobile ride through the parks and residence section of the city; on Wednesday they visited the Roycroft shops and Fra Elbertus in East Aurora, and on Thursday evening everybody enjoyed the annual banquet at which Samuel Ward, of Boston, was toastmaster. The chief recreative event of the week was reserved for the final day when everybody boarded private cars and visited the Falls and the great Gorge of the Niagara. Stops were made at various points along both the American and Canadian shores of the river.

OMAHA GETS NEXT CONVENTION.

After a bitter rivalry between the east and the west, Omaha, Neb., was selected as the place for holding the next National convention. After an inspiring speech the delegates unanimously voted to hold the convention in the Western city.

The business side of the convention was three days of accomplishments long to be remembered by the trade.



MILLINGTON LOCKWOOD—PRESIDENT-ELECT.

Company, Lynn, Mass. The list of new directors appears elsewhere in this issue.

The hospitality displayed by the Buffalo stationers in entertaining the delegates and

Gus Meyer, Jr., of Chicago, received a vote of thanks from the Association on the convention floor for the excellent manner in which he conducted his duties. The



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Seventh Convention Stationers and Manufacturers

final report of the registration committee indicated there were 124 delegates present with 88 visitors and 80 ladies. Just before the convention adjourned sine die on Thursday noon, 34 new members signified



FRANK D. WATERMAN,
First Vice-president.

their intention of joining the National body. Their applications were met with prolonged cheers and applause.

Monday's Proceedings

Early Monday morning the lobby and corridors of the Statler Hotel began to fill up with delegates and visitors who by their enthusiasm indicated that this was to be a week of accomplishments long to be remembered. It was a day of preparation and there was little time for recreation. The Credentials Committee composed of Abner K. Pratt, chairman; Willis P. Whiting, Martin Meyer, E. D. Sperry and



GEORGE M. COURTS,
Second Vice-president.

Charles Hamburger with the Registration Committee consisting of John B. Aikman, chairman; Burt Auwerter, Charles B. Bleyler, J. B. Comfort, E. L. Keenan and Frank Kraft seated themselves behind a

long table in one of the private dining rooms on the second floor and proceeded to extract \$12 from each delegate and visitor as a contribution to the entertainment fund.

THE REGISTRATION COMMITTEE WORK.

In lieu of the \$12, each delegate and visitor received a neat, round seal, the insignia of membership, with a red ribbon attached. The visitors received the same seal with a blue ribbon, and the ladies' insignia had a white ribbon attached. Besides the insignia of membership, each received a neatly printed booklet containing tickets for the various social events of the week. The registration was continuous all morning, and when the doors closed at noon there were but few who had not registered.

The Board of Control held an executive session during the afternoon. So many weighty matters were brought up for disposition that when feeding time came in the early evening, there were still several questions that had not been settled. The sessions were continued on Tuesday morning before the hour of the formal opening of the convention. The complete proceedings are related elsewhere.

ENTERTAINMENT BY TRAVELING MEN.

A surprise party and gettogetherfest provided by the Traveling Men's Night Committee, composed of E. J. Weis, L. E. Williamson, H. P. Rockwell, Harry J. Williams, F. R. Straub and W. L. Van Slyke, furnished the evening's entertainment. The affair which was one of the most novel of its kind ever presented, was thronged with the delegation and visitors. The ladies had seats in the balcony around the banquet hall, where the affair was held.

It was a real traveling men's night. There was one continuous laugh after another. E. J. Weis started the ball a-rolling at 8 o'clock with an address of welcome. And it was one of those real addresses, right from the bottom of his heart. "Ladies, Gentlemen and Traveling Men," he started. And before he said another word the house was roaring with laughter. Mr. Weis said he had received a letter from Chief of Police Regan to the effect that the police would be provided with smoked glasses and ear muffs during the week of the convention so they could not see or hear what the delegates were saying or carrying off.

Following Mr. Weis's terse remarks a quartette from the Buffalo Guido Chorus, composed of Charles McCreary, Dr. J. C. Frankenstein, D. L. Walker and J. W. Gauchatt, rendered several admirable selections. Professor Ignaz Joseph Harrio Paderewski, the world's greatest living pianist, imported by the Buffalo members at an enormous expense of the occasion, rendered several spasms before he was

forced to abandon his efforts to seek safety from the rain of carrots, cabbages and eggs showered on him by the audience.

The secret was later let out that the wonder was only Harry Tyndale "Old Timpot,"



ROBERT D. PATTERSON,
Third Vice-president.

of New York, representing Eberhard Faber.

Master George A. Olney, known on the vaudeville stage as the boy wonder, in a little conversation of his own, was introduced, but the introduction could not be heard, owing to the shouts and cheers from those who crowded the hall. Uncle George Olney, as he is known to the members of the trade, is the oldest man on the road, and according to Dad Cooper, of Pittsburgh, who has not missed one of the conventions, he is 78 years old.

Following Mr. Olney's remarks, the delegates and visitors rose in their seats and



RALPH S. BAUER,
Auditor.

sang a song about Olney to the tune of "As We Go Marching on."

Other numbers on the programme included selections by Charles McCreary and Dr. J. C. Frankenstein, of the Buffalo



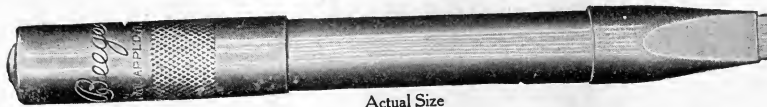
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Guido Chorus; a monologue by the great and only G. M. Ramsdell, a pleasing solo rendered in spasms by B. P. Bartlett. It will be remembered Mr. Bartlett composed the song himself, and the committee in charge assumed no responsibility as to the after effects. Charles Wadham, the ladies' favorite, was forced to render a lengthy address on Woman's Rights, and with several score of the fairer sex in the balcony, Charlie did remarkably well. He was the real Beau Brummel of the traveling men that night, all right. It was in the wee hours of the morning before the party broke up and the delegates returned to their cribs.

AL. HYMAN REMEMBERED.

Following Mr. Weis's terse remarks, the following resolution was adopted by the association and telegraphed to Al. Hyman, who for 52 years has been a traveling salesman and who for 41 years has been with the Eagle Pencil Company, of New York. Mr. Hyman sent his regrets of his inability to be present.

"From traveling men and friends of yours assembled at Buffalo, regret your inability to be with us tonight, especially as you were the first toastmaster at our initial convention, but we hope to have you with us on future similar occasions. Good luck, good luck and again good luck."

The resolution was formulated by L. E. Williamson, of New York; Sam Mayer, of Chicago, and William J. Kennedy, of St. Louis.

Tuesday's Proceedings.

THE CONVENTION FORMALLY OPENED.

It was a jolly crowd that gathered in the private banquet hall of the Hotel Statler on Tuesday morning for the formal opening of the convention. The Rev. Leo O. Williams, of the Church of the Messiah, of Buffalo, invoked the divine blessing upon each and every one of the delegates and prayed that the results of the convention would be for the up-building of closer relations between manufacturer and dealer, not in restraint of trade, but for the mutual benefit of all concerned. Following the invocation the delegates and visitors stood and sang "America."

OFFICIALLY WELCOMED TO BUFFALO.

John Sayles, secretary to Louis P. Fuhrman, Mayor of Buffalo, was introduced by Millington Lockwood, president of the Stationers' Club of Buffalo. Mayor Fuhrman was unable to be present on account of important official business. Mr. Sayles's address was heartily applauded, and his Irish wit kept continually cropping out to the enjoyment of all present.

Before the applause at the end of Mr. Sayles's speech had died away, a group in one corner started singing a song in which all joined, the words of which were the

same as those sung the previous night in honor of Uncle George Olney, "I Hope He Lives to Be a Hundred," to the tune of "As We Go Marching Along." Mr. Sayles smiled and thanked the delegates.

LOCKWOOD WELCOMES THE DELEGATES.

Millington Lockwood then took the floor and welcomed the delegates on behalf of the local members of the association. Following the address of welcome, Mr. Lockwood presented to Charles E. Falconer, of New York, president of the National Association, a gavel, the handle of which was made from part of a tree planted by Grover Cleveland when he lived in Buffalo, and also wood taken from the door of the study of Millard Fillmore, two Presidents who lived in the Queen City of the Lakes. The gavel was accepted by President Falconer, who promised to wield



MORTIMER W. BYERS,
Secretary.

it fairly with discrimination against none of the delegates. Cheers and applause followed the presentation.

President Falconer then read his report which is in part, as follow:

Report of the President.

President Falconer then addressed the convention. His report follows:

Since the last convention the work of the Association has been carried on in the manner prescribed by the constitution and by-laws, and while all, for which your officers have striven, has not been accomplished, I am happy to be able to inform you that there has been much real progress.

THE EFFORT TO INCREASE MEMBERSHIP.

Immediately upon my election I requested that an earnest effort be made to increase the membership by at least twenty per cent. I am sorry to say that very few took me seriously, and in consequence our present roll shows about a net gain over that of a year ago of a little over 12 per cent., about half what was hoped for.

This is to be regretted, as the expenses of carrying on the work authorized by you have made more revenue essential, and unless sufficient funds are provided some of our most important projects will have to

be greatly curtailed or abandoned altogether.

The secretary in the last bulletin has suggested that the larger houses take out several memberships in the names of officers and managers. I heartily approve of this plan, which has been tried with partial success in other business organizations. We might also discontinue the publication of the Year Book. While this serves as a most useful souvenir of each convention, and, as it were, embalms the words and acts of all taking part therein, I am convinced that it is not generally appreciated, and doubt very much if any but a few zealous workers take the time to more than glance through it. The reports in the trade journals, contain practically all the new matter in the Year Book, so that at slight expense or none at all sufficient copies could be supplied to furnish one to every member.

A MISSIONARY CAMPAIGN NECESSARY.

It is my own belief that instead of abandoning work we should undertake still more, notably a missionary campaign in the West and on the Pacific Coast. The secretary and your president would have extended their tours during the past year but for the fact that funds were not available. It is evident to me that our future growth must come from the Middle West and beyond. The eligible firms in that part of the country seem to be proof against letters and magazine articles, and we must, therefore, take steps to bring the question before them with greater force, or they will never become interested. Let us promote the organization of local associations and membership in the National will follow. Our work will not be complete until every section is represented on our roster as fully, in proportion to their numbers, as the Eastern States are today.

Our Committee on Government Stamped Envelopes co-operated with the National Joint Committee and was ably assisted by former President Bailey, who made a special trip to Washington by request. I also made several trips and spent considerable time endeavoring to get a hearing before the Senate Post Office Committee, but all our efforts were fruitless, action being delayed so long that the close of the session put an end to the matter.

The Committee on Paper and Envelopes were successful in their efforts to induce all the leading manufacturers of Ledger paper to put their product up in 500 sheet reams. This will be an accomplished fact as soon as the stock already wrapped in 480 sheet reams has been disposed of. The energy of Mr. Charles N. Bellman, of Toledo, the chairman of that committee, is worthy of special recognition for bringing this about.

STANDARDIZING SIZES ON BINDERS AND BOOKS.

The success of this committee should stimulate the Committee on Standardizing to renewed efforts to effect the adoption of certain standard sizes for loose leaf binders and sheets in place of the numerous sizes now catalogued. The requirements of the vast majority of users could easily be supplied by from 5 to 6 sizes, which would greatly benefit the dealers as well as the manufacturers by enabling them to do as much business with decidedly smaller stocks.

The same suggestion applies to a reduction in the number of sizes and styles of blank books, so forcibly suggested in the report of the Blank Book Committee, which was read by Mr. Ralph S. Bauer at the 1910 convention.



FOR FORTY YEARS the Whiting Paper Company have been manufacturing fine correspondence papers. They have also incorporated among their productions many inexpensive grades which may be supplied either in bulk or in papeterie form. There are papers for every correspondence purpose, styles appropriate for every occasion and varieties to meet the requirements of individual taste. No other line of Fine Stationery quite achieves the note of distinction that marks

Whiting's High Grade Papers

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of fine papeteries is now on exhibition at the New York sales-rooms. The line contains many novelties both of Foreign and Domestic manufacture in a varied and attractive assortment. Moderate prices as well as the highest standard of quality prevail and the trade are invited to inspect the display.

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PAPER MILLS AT	{ 255 Greenwich Street and 141 Duane Street
PAPETERIE AND TABLET FACTORIES AT	{ Holyoke and North Wilbraham
	{ Holyoke

Seventh Convention Stationers and Manufacturers

WORK OF THE CATALOGUE COMMISSION
REVISED.

The Catalogue Commission has con-



CHARLES A. LENT,
Treasurer.

tinued its splendid work and completed the suggested prices on pencils in Janu-

ary last, and the more recent bulletin on penholders was distributed during the last week. The unselfish work of this commission is thoroughly appreciated from one end of the country to the other, and it is to be hoped that stationers everywhere will follow their suggestions.

Quite a number of complaints were handled by the Grievance Committee and disposed of to the mutual satisfaction of all concerned.

In order that members might be officially informed of what was transpiring, and to aid the campaign for increased membership, two issues of a publication called The Bulletin were sent to all members in January and July respectively. Besides these a copy of the Year Book and of the By-Laws, also a list of committees, was also sent out together with a map showing membership in each State and a large number of blanks to be filled out and returned to the secretary. I regret to say that the Association as a whole has not extended the measure of co-operation in this endeavor that was earnestly hoped for by your officers.

It has been my privilege to visit in my official capacity the cities of New York, Philadelphia, Rochester, Buffalo, Chicago, Cleveland and Boston, and to meet the members of the trade there, both collectively at various festive functions, and individually in their homes and places of business. At these gatherings I have met not only the local stationers, but many also from surrounding towns, and likewise quite a number from great distances. The remarkable enthusiasm shown greatly impressed me. I have been much interested

in hearing the views of so many minds on topics vital to the success of the stationery business and its allied trades, and have been struck with the thought that this interest was not confined to a few men of prominence, but was widespread and seemed to be steadily extending. The many courtesies and honors bestowed upon me were heartily appreciated and enjoyed, and it was with much regret that I was compelled by demands of my private business to forego attending the dinners at Salt Lake City, New Orleans and Pittsburgh, to which I was also invited.

NEW ASSOCIATIONS FORMED.

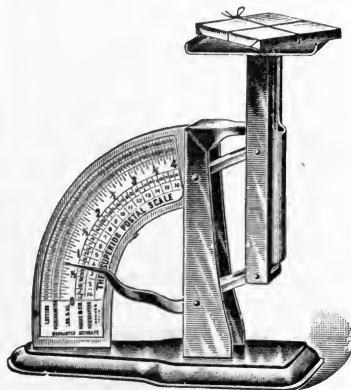
Since our last meeting associations of stationers have been organized in Salt Lake City, Utah, Des Moines, Iowa and San Francisco, Cal., the latter admitting members from the State of California. Our Canadian brothers are also awakening, the stationers of Winnipeg having recently effected an organization. This is no doubt due to the general interest awakened by our Association, and I trust representatives from all of these new organizations will attend this convention. The local association is an essential factor for improvement and awakening of interest, and organizations of such should be encouraged and assisted.

Following in our footsteps three new trade associations, in which many of our members are interested, were organized during the past year—the Rubber Stamp Manufacturers, the Office Furniture Manufacturers and the Steel and Copper Plate Engravers. Their efforts, combined with our own, will tend to still further elevate

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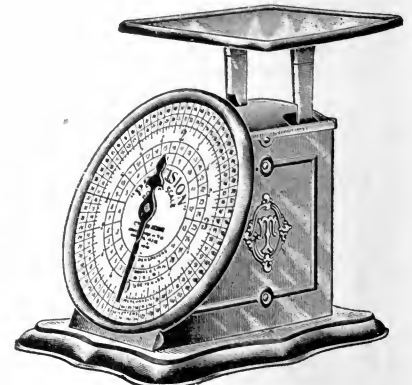
The "Superior," 4 lbs. by ½ oz....\$2.00
The "Ideal," 2 lbs. by ½ oz..... 1.50
The "Gem," 1 lb. by ½ oz..... 1.25
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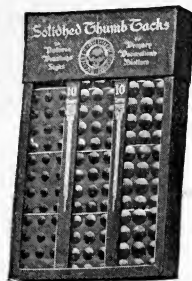


ONE MODEL.

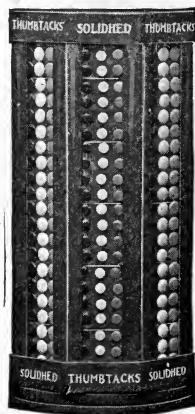
The "Mercantile," Postal and Express,
12 lbs. by ½ oz.....\$3.50
The "Precision," 4 lbs. by ½ oz..... 2.50



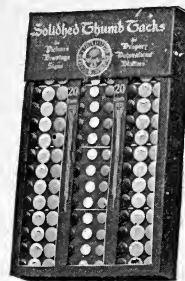
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8 GRO. ASS'D
Steel, Brass and Colors



3 GROSS COLORS

Hawkes-Jackson Co., Makers
New York

Seventh Convention Stationers and Manufacturers

the stationery business, and by education show those engaged in it how to take better advantage of its opportunities.

NATIONAL SHOULD BEAR EXPENSE OF CONVENTIONS.

My predecessor in his report at the last convention gave it as his opinion that the time was at hand when the burden of holding a convention should be shifted from local associations to the general body. I am firmly convinced that such is the case and would suggest that hereafter all arrangements for holding conventions be made by the Executive Committee with the assistance of the secretary, and the expenses thereof from which all entertainment be eliminated, be defrayed out of the treasury. This has been done successfully by kindred organizations, and I am confident would not reduce the attendance, but rather by omitting the \$12 fee, increase it. The customary annual banquet could be made less elaborate without lessening the enjoyment, and if there was not enough funds from our usual sources of revenue to provide for its cost, a charge of say \$5 per plate would be cheerfully borne by all desirous of attending it. The luncheons might also be omitted.

I respectfully urge the manufacturers to constantly bear in mind that one of the important objects in the minds of the founders of this Association, was the creation of a closer relation between the dealers and the manufacturers, and therefore the latter should make use of the facilities offered by this organization to call attention

to such problems as are peculiar to their branch of the industry in which we are all engaged, and in the solution of which, the various committees and officers of this Association are equipped to be of real assistance.

BINDING THE LOCALS TO THE NATIONAL BODY.

The attempt to establish a firmer bond between the various local organizations and the National body, by constituting the presidents of the former, advisory members of our Executive Committee, has thus far failed to produce definite results, partly because your Executive Committee has conducted its business largely by correspondence, and partly because there seemed to be no specific work to be assigned to the associate members. I believe the plan should not be abandoned until an actual test proves it to be unworthy. I shall attempt to call all of the officers of the various local associations who are present at this convention into a joint conference before we leave Buffalo, and I hope to thus inaugurate a real official relation between the smaller bodies and the larger one, to the end that closer and more intimate association and a recognition of mutual responsibility may be speedily brought about.

Before concluding, I desire to extend the thanks of the Association to the chairmen of the various committees for the generous share of the burden of our activity which they have borne during the year which is about to close; without their co-operation the Association could not


longer endure, and to the satisfaction which each of them must feel in the knowledge of his unselfish labor, it is but proper to add this word of sincere appreciation.

THE TRADE JOURNALS HIGHLY PRAISED.


To the trade journals also I wish to extend my congratulations at the great improvement in the character of the reading matter with which their columns have recently been filled. Many valuable articles on legal subjects and much information regarding the conduct of business have been published, and the issues of the past year are worthy of preservation in permanent form. The thanks of the Association are also due these journals for the full reports of our convention proceedings, and the interesting and valuable news of the doings of our committees and members. They are an important factor in promoting the extension of our field of endeavor, and while it may be said that they are in a measure actuated by self-interest in so doing, that should not detract from the merit of doing the work so much better than might have been done, and they are in no sense different in that respect from the rest of us.

READ YOUR TRADE PAPER.


I would earnestly impress upon each individual to whose ears or eyes this report will come, not to neglect his trade paper. Every stationer should subscribe to at least one of the six excellent periodicals devoted to our business. Having subscribed, he should not only read each issue, advertise-




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CRANE BROS.,

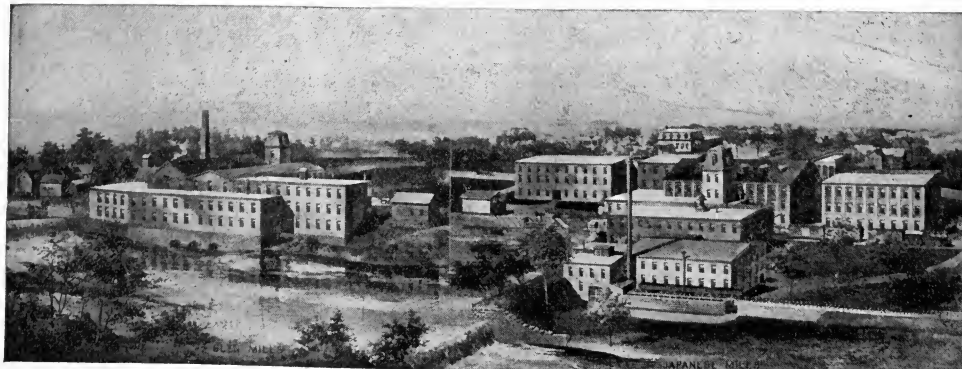
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"JAPANESE LINEN"
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
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
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
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
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
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
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
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OUR TRADE MARK




OUR TRADE MARK




OUR TRADE MARK




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
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
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
OUR TRADE MARK



OUR TRADE MARK



OUR TRADE MARK



OUR TRADE MARK

IT'S NOT TOO LATE

to get the

Gibson Christmas Line

If our representatives have missed you, or cannot arrange to see you, let us make up an assortment and convince you that it is the

Most Popular, Most Varied, Best Designed and Best Selling Line of Christmas Specialties on the market.

We've added Hundreds of New Customers this year and we want you to know about this line because a small sample assortment this year will make you a customer next year.

Look over this list and see if there is not something in it of interest to you. Just say how much you want to invest and leave it to us to make you another enthusiastic every year customer of the GIBSON LINE.

OUR SPECIALTIES

Tally Cards

Tally Cards for Bridge and Five-Hundred.

Tally Cards for Thanksgiving, Christmas and ALL special days.

Place Cards for all Occasions

Score Pads for Bridge and Five-Hundred.

Xmas Boxes in Nests; all sizes and shapes.

Xmas Gift Dressings

Art Calendars to retail at 5c. or \$5.00.

Christmas Mailing and Enclosure Cards.

Christmas Booklets, Letters and Folders.

Post Cards for Thanksgiving, Christmas and New Years.

Booklets and Mailing Cards for Thanksgiving, Christmas and New Years.

THE GIBSON ART CO., CINCINNATI

ESTABLISHED 1850

Note CINCINNATI. We have no New York Office

Seventh Convention Stationers and Manufacturers

ments and all, from cover to cover, but pass them down to his employees, and request them to read also, calling their attention to articles of special importance. The order of "Read, mark, learn and inwardly digest" applies here as well as to matters spiritual.

Besides the trade journals proper, much praise is due to Carter's Ink Co., The Yawman & Erbe Manufacturing Company, and the National Blank Book Company, for striking articles in their respective office organs, "The Scribe"—the "Y. & E. idea," and "The National," devoted to increasing the attendance at this convention.

Each convention makes an advance in the progress of the work for the uplift of the stationery trade, and I am sure this, the Seventh, will be no exception.

The Buffalonians have prepared a most attractive program of entertainment, and it does not need fair weather to make everyone have an enjoyable time, with such warm hands and bright faces to put sunshine into our hearts.

The business to be considered is most important, and, I trust, may prove of such absorbing interest that no one will absent himself from a single session.

With sincere appreciation of the many kind and helpful counsels, and the universally hearty support that has been accorded my administration, I close my term of office, with the feeling that it has broadened my views, and made me fitter than before for service in the ranks.

Great things have been accomplished; still greater opportunities lie before us. Let us not fail to take advantage of them. Let us labor shoulder to shoulder, solidly for the common good, and "Verily we shall not lose our reward."

Secretary's Report.

Following the motion to place the report on the records of the association, Mortimer W. Byers, of New York, secretary of the association, was read which is in part, as follows:

The report of the secretary for the year which has elapsed since the adjournment of the sixth annual convention, in addition to the usual statistics, must of necessity contain some reference to matters not heretofore embraced in similar documents, by reason of the greatly increased activity of the association throughout the entire period between meetings.

MEMBERSHIP.

There are at present 561 members in good standing, an increase of about sixty, or over 10 per cent., since we assembled in Baltimore in 1910. The revenue from dues for this year has been \$5,520, or about \$480 less than was estimated at that time. It should be observed that 29 resignations have been received in that period and 24 members have been dropped for non-payment of dues by action of the executive committee, in conformity to the appropriate provisions of the by-laws. Had these members remained in the association, our income would have justified the estimate of last year. The entire number of new members obtained since the last convention is about 100, and the net gain is encouraging.

It is of vital import to every member of the association that our numerical strength should be greater not only because of the necessity for an increase of revenue, but in order to insure the closest attention to the

recommendations of the Catalogue Commission by the greatest possible number of manufacturers and dealers throughout the United States. No group of members in one part of the country can properly regard themselves as immune from the effects of ignorance as to the cost of doing business in another part of the country, for the tendency in the latter section is to quote unreasonably low prices, and thereby injuriously affect the stability of the entire industry. One of the avowed objects of this organization is to promote a countrywide understanding of the cost of conducting the stationery business, and the surest way to bring that result about is to see to it that every town and every city in the country is well represented on the roster of this association. The plainest dictates of self



FLETCHER B. GIBBS,
Ex-President.

interest indicate that the responsibility for bringing about this condition rests with the present members themselves, for it is a task which cannot be adequately discharged by your officers or directors or by any committee. The effort made in this direction during the past winter did not receive the support which probably would have been accorded to it if there had been a broader recognition of the necessity for individual co-operation in the endeavor.

It is a pleasure to report that some of the members did take the suggestion seriously and procured two or three new members each. Special acknowledgment is due to Mr. E. J. Weis, who brought in nine recruits in the course of the year, and to Mr. Millington Lockwood, who did almost as much.

LOCAL ASSOCIATIONS.

Three new local associations have been formed within the past twelve months, in Salt Lake, San Francisco and Des Moines, respectively, while the demise of the Kansas City association is to be noted and deplored.

Your president has referred to the im-

portance of establishing and maintaining a closer relation between such organization and the national body, and his remarks upon that important topic are worthy of your serious reflection.

There is no reason to doubt that many of the local organizations are active and well equipped to perform a most valuable function, but for the most part their officers are probably the most reticent gentlemen on earth, for it is at least as hard for many of them to indite a brief report of their association's activity, as we are led to believe it is, for a rich stationer to enter the kingdom of heaven.

GENERAL PROGRESS.

There need be no misgiving that from the standpoint of sustained activity, the association has made rapid strides since the convention of 1909 at Toledo. During the first few months of the employment of your present secretary, the routine correspondence which fell to his lot was inconsequential, but gradually that condition has changed, until at the present time there are on an average of nearly 100 letters a week written about association affairs from his office alone, and this does not include all of the communications sent to prospective or possible new members, nor printed letters embodying notices, requests and formal matters presented to the association at large. Inquiries of all kinds and from all parts of the country are received almost daily, and it is becoming increasingly apparent that the association is fast attaining substantial recognition as the only means of accomplishing results for the trade at large.

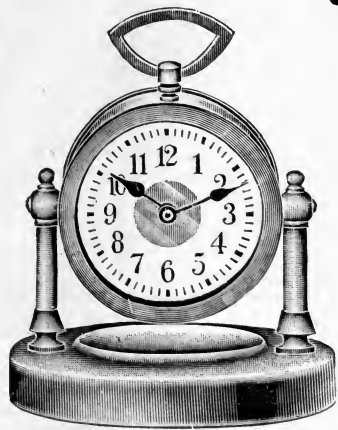
The permanent and standing committees are gradually assuming a larger share of the burden of association work, between conventions, and in one or two instances have rendered important service to the National Catalogue Commission.

The educational work which has been done in the past few years, largely through the instrumentality of that distinguished body, has now brought about tangible results in the matter of sane retail selling prices, except where artificial conditions exist, such as the competition for the consumers' trade between jobbers and dealers, and between manufacturers and dealers. The partial or complete elimination of those conditions must at no distant date challenge the earnest endeavors of this association, and in the meantime it is safe to predict that not even the present attorney-general of the United States has voiced any reason why all the problems incidental to the marketing of stationery should not be studied, discussed and reported by this or any similar body. As has been said elsewhere, this is not a combination in restraint of trade, but rather in restraint of ignorance, petty jealousy and mutual distrust.

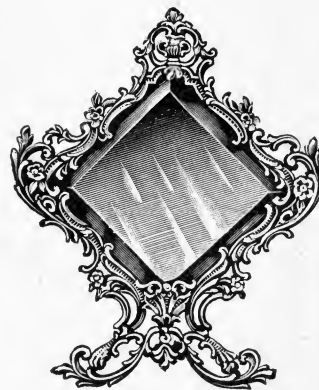
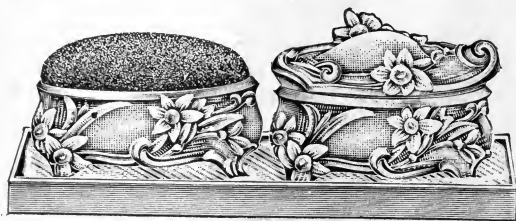
The wisdom of this association in refraining from even the appearance of fixing prices by contracts, and substituting therefor knowledge on the part of the individual of what it costs to do business in order that he may know what prices are reasonable, is abundantly demonstrated by a casual contemplation of the results of the opposite method in certain conspicuous cases of public knowledge.

It is far better to educate a man to the point whence he can see for himself than it is to contract to provide eyes for him. The obligation under which this organization rests, to the gentlemen who founded it, and who so wisely guided its councils in

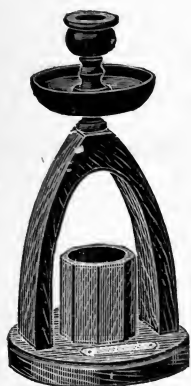
Holiday and Fancy Goods



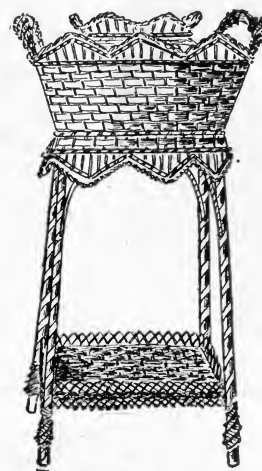
WE CARRY THE LARGEST ASSORTMENT IN THIS LINE. WHEN IN TOWN STEP IN AND INSPECT OUR STATIONERY DEPARTMENT



The Following Is Only a Partial List of Our Line



- Toilet Sets
- Military Sets
- Manicure Sets
- Sweet Grass and Birch Bark Novelties
- Fancy Willow Ware
- Jewel Cases and Dresser Sets
- Shaving Sets
- Mirrors
- Smoker Sets
- Gas and Electric Lamps
- Inkstands
- Brass Novelties
- Clocks
- Papeteries



Leather Goods, Scrap Books, Camera and Auto-graph Albums, Games of all description, Christmas Cards and Letters, and Accessories, Calendar Pads, Tissue Paper Novelties, Bells, Wreaths and Garlands, Tinsel Ornaments and Glass Balls.

Also Complete Line of

COMMERCIAL STATIONERY



Our Illustrated and Descriptive Holiday and Fancy Goods

CATALOG NOW READY

THE AMERICAN NEWS COMPANY
 9-15 PARK PLACE NEW YORK

Seventh Convention Stationers and Manufacturers

the early days of its existence is worthy of constant reiteration on such occasions as this.

USE OF ASSOCIATION NAME ON STATIONERY.

It was recommended at the last convention that an electrotype be prepared containing the name of the association in such a form and size that the same could be easily applied to the stationery in use by the various members, and that the latter be urged to purchase these electrotypes and use them generally, in order that the association might gain some additional prominence in the commercial world. I have to report that 24 electrotypes have been sold to members since the resolution was carried, and there would seem to be no good reason why this number should not be increased materially in the near future. The value of advertising is freely conceded in the present gathering, and if there is any plausible objection to this form of publicity on behalf of the National Association of Stationers and Manufacturers, there is no time like the present for discussing it, and I beg to express the hope that all the members who are here present will place their orders with the secretary for these electrotypes, and make full and free use of them as contemplated by the action taken in Baltimore last year.

The secretary's report would be incomplete without an emphatic expression of the debt which he owes to that kindly gentleman, your president, and to all of the officers, directors, committeemen, and many who hold no official position for the aid which they have cheerfully given

him at all times, the forbearance with which they have overlooked his mistakes, and the charity with which they have regarded his shortcomings.

The year has been auspicious in straightening and solidifying the elements which are essential to the future efficiency and prosperity of the association, and in the work which lies before this convention, the truth of that statement will be repeatedly made manifest.

Respectfully submitted,
MORTIMER W. BYERS, Secretary.

Treasurer's Report.

Mr. Byers's report was accepted and a motion was passed to place it on the records. The treasurer's report was then read by Charles A. Lent. The report follows:

To The National Association of Stationers and Manufacturers of the United States:
Herewith find report covering the receipts and disbursements for the year ending October 10, 1911:

RECEIPTS.

Balance, October 10, 1910.....	\$2,279.72
Dues for 1910.....	80.00
Dues for 1911.....	5,520.00
From Baltimore Convention.....	90.30
From A. Geyer.....	8.79
Extra Copies Nat. Catalog Commission Reports.....	30.00
Electrotypes.....	13.00
Interest on Deposits.....	43.35

From Baltimore Committee in Error and Refunded.....	72.05
Total	\$8,137.21

DISBURSEMENTS.

Secretary's Salary.....	\$2,499.96
Secretary's Expenses.....	221.40
Year Book.....	500.00
National Catalog Commission, Account 1910.....	428.05
National Catalog Commission, Account 1911.....	813.16
National Envelope Committee.....	29.65
Printing, Postage, etc.....	703.11
Traveling Expenses.....	446.06
Bank Collections.....	27.97
Refund to Baltimore, to Cover Error	72.05
Balance, October 10, 1911.....	2,395.80

Total	\$8,137.21
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COMPARATIVE STATEMENT OF RECEIPTS AND DISBURSEMENTS FOR SEVEN YEARS.

	Receipts.	Ex-penses.	Bal-ances.
1st year.....	\$782.00	\$523.71	\$248.09
2nd year.....	1,177.72	649.56	528.16
3rd year.....	1,104.23	1,385.15	249.24
4th year.....	2,295.32	1,066.59	1,477.97
5th year.....	3,343.22	2,447.94	2,373.25
6th year (15 mts.).....	6,115.92	6,209.45	2,279.72
7th year.....	5,857.49	5,741.41	2,395.80

The report was approved and John D. Lamond, of Boston, auditor of the association, read his report, which follows:

(Continued on page 30.)

CRANE & CO.

DALTON, MASS.

MANUFACTURERS OF

Bond and Bank Note

PAPERS

ON SALE BY ALL PAPER DEALERS
THROUGHOUT THE UNITED STATES

Z. & W. M. CRANE

CORRESPONDENCE and WEDDING
PAPERS and PASTED BOARDS



DALTON, MASS.

NO WASTE-BASKET CIRCULATION!

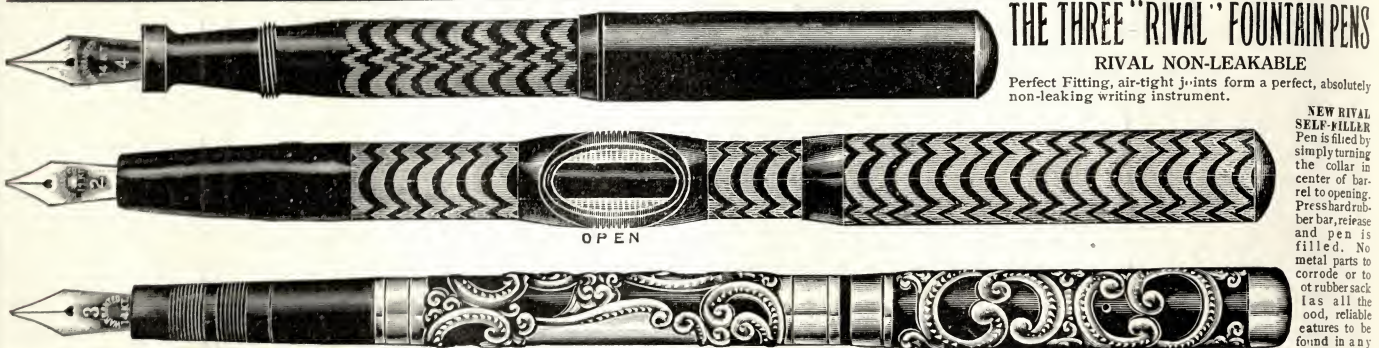
TRADE ANNOUNCEMENTS to be read must be striking and artistic; the ordinary stereotyped circular is apt to be consigned to the wastebasket, unread.

MARCUS WARD'S FLORAL ANNOUNCEMENTS command instant attention; when opened a charming flower is disclosed to view (printed in natural colors and cut out) enhancing the value of the printed announcement below. They are made in the following varieties:

HOLLY POINSETTIA ROSES VIOLETS PANSIES

STATIONERS AND PRINTERS who desire unique and refined announcement blanks should send for samples and quantity prices, which can be had on application.

MARCUS WARD COMPANY, 116-124 Thirty-ninth St., Brooklyn, N. Y.



THE THREE "RIVAL" FOUNTAIN PENS

RIVAL NON-LEAKABLE

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack as all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade. Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.
D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK
 Canadian Representatives: A. R. McDOUGALL & CO., 42 Adelaide St., West Toronto.

We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

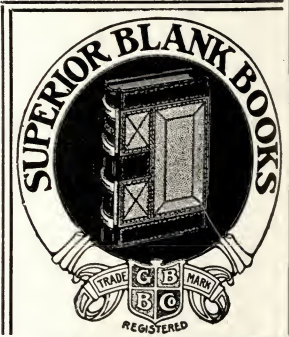
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



RUBY RUBBER BANDS

REGULAR—SAFETY—SELF-FILLING

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap
THE STANDARD WRITING INSTRUMENT OF THE WORLD

Perfectly simple in construction. The patented spoon feed is the important feature that absolutely controls the supply of ink. Excels in quality of workmanship and materials used. Pens are 14kt. gold and tipped with selected iridium, the hardest known metal, for everlasting use. Pen points made to suit every writer. The action of any steel pen can be matched. In a great variety of styles and sizes, some of which are illustrated below and on following page.



Plain	Chased	Gold Mounted Two Bands	Gold Mounted Middle Band	Gold Mounted Taper Cap	Gold Mounted Secretary Pen	Silver Filigree	Plain	Majestic
No. 12 - \$2.50	No. 12 - \$2.50	G. M.	G. M. M.	G. M.	No. 12½ G. M. (two gold bands as illustrated, \$3.50)	No. 412 - \$5.00	No. 0512 - \$8.50	No. 0512 - \$15.00
No. 13 - 3.50	No. 13 - 3.50	No. 12 - \$3.50	No. 12 - \$3.50	No. 22 - \$3.50	No. 414 - 7.00	No. 415 - 7.00	No. 0514 - 10.00	No. 0514 - 16.50
No. 14 - 4.00	No. 14 - 4.00	No. 13 - 4.50	No. 13 - 4.50	No. 23 - 4.50	No. 416 - 8.50	No. 417 - 11.00	Solid Gold	Solid Gold
No. 15 - 5.00	No. 15 - 5.00	No. 14 - 5.00	No. 14 - 5.00	No. 24 - 5.00	No. 418 - 12.00	No. 514 - \$30.00		
No. 16 - 6.00	No. 16 - 6.00	No. 15 - 6.00	No. 15 - 6.00	No. 25 - 6.00	No. 418 - 12.00	Also made in Gold Filled and Solid Gold.		
No. 17 - 7.00	No. 17 - 7.00	No. 16 - 7.00	No. 16 - 7.00	No. 26 - 7.00				
No. 18 - 8.00	No. 18 - 8.00							
Showing Clip-on-Cap.								

Clip-on-Cap Extra—See prices on next page

Write for Catalogue and Winter Plans and Aids

L. E. WATERMAN CO., "The Pen Corner" 173 Broadway, N. Y.

REGULAR—SAFETY—SELF-FILLING

Waterman's Fountain Pen

The unparalleled success of this pen is due not only to its superiority of quality but largely to the extensive assortment of styles and sizes. In all the different characters of writing and conditions in connection therewith, there is a pen in this line for each requirement, and in all, our full guarantee is given.

SAFETY FOUNTAIN PEN



Illustration actual size

A style that can be carried in any position, upside down, right side up, side ways or end ways, filled with ink, and cannot spill. So made that the pen conveniently screws back into the barrel, permitting the cap to screw down on the open end and positively seal in the ink.

No. 12, V. S., Plain.....\$3.00

No. 12, V. S., Gold Bands (as Illustrated).....\$4.00

No. 412, V. S., Silver Filigree.....\$5.50

Made also in smaller and several larger sizes in each pattern

SELF-FILLING FOUNTAIN PEN



Made to fill, by suction, in inner filling device, direct from the ink bottle. In filling it is necessary only to draw back the snug and secure collar by a slight twist, press the bar, dip pen point in ink, release pressure and the tube is filled. By the same operation, using cold water, the pen is quickly cleaned.

No. 12, S. F., Plain (or chased).....\$2.50
No. 14, S. F., Plain 4.00

No. 12, S. F., Gold Band.....\$3.50
No. 14, S. F., Gold Band..... 5.00

No. 412, S. F., Silver Filigree.....\$5.00
No. 414, S. F., Silver Filigree..... 7.00

Clip-on-Cap extra—See prices below

EMBLEMATIC MOUNTED FOUNTAIN PENS



Various College, Fraternal and Lodge emblems, when mounted on Waterman's Ideals, afford most appropriate gifts for all occasions, and particularly at Lodge installations, College commencements, or as Tourists' souvenirs. The emblems are enameled in colors, on solid gold, and mounted on a gold band around the cap of the pen.

Blue Lodge, Mystic Shrine, Elks, Odd Fellows, Royal Arcanum, Eagles, Colleges, Etc., Etc.
Prices range \$12.00, \$14.00, \$16.00, \$35.00, Etc., according to design and size of pen

Ideal Clip-Caps

The Clip-Cap is identified with Waterman's Ideal Fountain Pen. Purchasers of fountain pens insist on it. It is a simple but strong device, that grips the pocket, and is a protection against loss.

Prices of Clips in Addition to Above Prices

For German Silver Clips.....	add \$0.25
For Sterling Silver Clips.....	add 0.50
For 18-Kt. Gold Filled Clips.....	add 1.00
For 14-Kt. Solid Gold Clips.....	add 2.00



Gold Pen Specializing

There are special pens in this line for Stenographers, Bookkeepers, Manifolding, Music Writing; in fact, every kind of writing.

The greatest success in the use of fountain pens is obtained by having a point pen that suits your exact style of handwriting. We guarantee to do this in every instance, and will exchange until you are satisfied.

Write for Catalogue and Winter Plans and Aids

L. E. WATERMAN CO., "The Pen Corner" 173 Broadway, N. Y.

TRADE ITEMS

Reference to our editorial page and to numerous interviews in the Trade Outlook will this week afford ample material upon which to base an opinion as to the business situation and the trade outlook.

Harold Vernon, of Vernon Bros. & Co., 66 Duane street, N. Y., who died on Wednesday of this week, was a member of the well known Vernon family of paper merchants, which has sold paper to the New York stationery trade for at least two generations.

Charles S. Clark, of the Charles S. Clark Company, of St. Louis, Mo., is this week at the Parker House, Boston, where he is showing samples of a large line of new goods. Mr. Clark is making a special Eastern trip and will not return to St. Louis till next month.

J. C. Hayter, Dallas, Ore., contemplates opening a first-class book and stationery store in that place.

Reports received by Postmaster-General Hitchcock, covering the shipment of magazines by fast freight during September, the first month for which the new plan has been in operation, show that periodical mail matter aggregating 9,859,704 pounds, or the equivalent of 318 carloads, was sent by fast freight in the third contract section alone, comprising the States that range from Ohio to Iowa.

If mail shipments by freight continue at the same volume throughout the year the cost of transportation, including cartage charges, will be about \$500,000. The expense of sending the same amount of magazine matter by mail, as under the former practice, would be about \$2,000,000 a year.

George E. Mousley, of Philadelphia, has cut through the first floor of his Market street store with the recently acquired

property in the rear 514 Commerce street. The two stores will practically be thrown into one, giving him an extreme length of 230 feet of store room from Market street through to Commerce street and running 35 feet wide half way from Market street back and the remainder but 18 feet wide. However, he has possession of the four upper floors of 514 Commerce street and of all the floors save the first of the adjoining property, 512 Commerce street. The upper floors have already been connected by bridges, save the fourth floor. The complete Mousley establishment will thus become one of the largest in point of store and warehouse room in the city.

On November 1, Lamb Brothers, of Philadelphia, will round out the first year of business in their establishment, at 6th and Chestnut streets, in the very shadow of the store of the James Hogan Company, Limited, where for many years Joseph Lamb was employed. To celebrate this occasion, a twelvemonth of continued prosperity, Mr. Lamb proposes to take his co-workers off to a little banquet.

The James Hogan Company, Limited, of Philadelphia, under President F. B. Irwin is also just rounding out its first year under the present management. That year has also been one of growth, with the result that the firm is now making arrangements for the addition to its sales force of a number of hustlers.

After long conferences creditors of Harry A. Cohan, of Philadelphia, whose financial embarrassment recently was reported in these columns, have determined to bring bankruptcy proceedings. Yesterday a petition was filed by three creditors to have him declared an involuntary bankrupt. These, with the amount of their claims, follow: The Strobel & Wilken Company, \$474.44; the Roaring Springs Blank Book Company, \$1,600, and Henry Rosenstein, \$390.55. Mr. Cohan did quite

a jobbing business with small downtown retailers. His sales, at very much cut prices, for a time occasioned considerable trade speculation.

In a protest over the assessment of duty on pocket pencils heard in New York last week the appraisers overruled the Collector's classification of them as articles of personal adornment. The pencils were composed chiefly of brass.

The Northport Novelty Company, of Northport, N. Y., has filed a certificate of incorporation with the State Department at Albany, placing the capital at \$100,000. The directors are Anton Schroeder, of East Northport; Louis Levine, of Bath Beach, and Judson Snyder, of Northport. This concern has begun the erection of a three-story building at East Northport for the manufacture of an indestructible doll from a patented process.

Twelve hundred bookbinders are on strike in New York because of a row between the local unions and the International Bookbinders' Union, which started at the last biennial convention, a year and a half ago. Ostensibly the strike is for an increase of wages, but the real object is to compel the employers to repudiate their agreements with the International body and enter into new contracts with the six locals. The bookbinders are obeying the strike order with extreme reluctance. The next convention is six months off, and though organizers are confident of defeating the present administration, the workers are not so sure. The blank book division of the stationery trade is affected.

F. D. Sargent, of Albany, N. Y., has this week opened a new store at 16-18 James street, that city. He handles a complete line of stationery, blank books and filing cabinets.

The Bureau of Manufactures at Washington, D. C., is in receipt of a communication from a firm in the United States

A LINE OF STEADY and SATISFACTORY PROFITS

Compare your sales of Hurd's Fine Stationery with those of any other line. The results will show for the Hurd lines the most sales and the most profitable sales.

The line with "Hurd's Name on the Box" responds to every need of fashion. You can push it as YOUR line and depend upon its always being right up-to-date and the most exclusive and original in every detail.

This class of goods will hold for you that patronage which brings with it steady and good profits.

Hurd's Holiday Boxes are the kind that not only sell on sight, but will make a permanent user of Hurd's Fine Stationery of the purchaser. You should have them in stock. We have a very fine assortment.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

advising that it is the purchasing agent for South American merchants in stationery and office supplies and desires to hear from American manufacturers who are desirous of securing export trade in Bolivia and Peru.

O. L. Taylor, the novelty store man of Athens, Ohio, has bought the stock and good will of the A. B. Scott Novelty Store on North Court street, that place. The transfer has been made and Mr. Taylor is now in possession. He has not fully made his plans for the future, but will run the Scott store at the old stand for several weeks at least. Mr. Scott has been in business in Athens for the last 15 years at the same location. He will now retire because of the poor health of his wife. Mr. Scott was the first to engage in the novelty store business in Athens.

W. A. Lilly has bought the Racket Store stock of goods, located on Grand avenue, Yoakum, Texas, formerly conducted by A. J. Buckner. Mr. Lilly will continue the business at the present stand.

Ardara, Pa., is promised a new industry to employ fifty skilled workmen in a novelty factory that has purchased a tract of land there, according to reliable reports. The company, it is said, will spend quite a few thousand dollars in erecting concrete buildings and installing the most modern machinery.

A deal has been completed so that the plant of the Standard Wire Company, located on South Mill street, Newcastle, Pa.,

becomes the property of the C. E. T. Manufacturing Company. The C. E. T. company is built around the invention of Joseph H. Jackson, of New Haven, Conn., who has devised an electric typewriter, which he believes will revolutionize the typewriting trade of the world.

To the many hundreds of articles manufactured in Columbus, Ohio, must now be added a new product, that of the making of steel pens. Thousands of steel pens are used in Columbus every day and the larger part of them are manufactured outside the city, but now William R. Swan, connected with the Columbus Bank Note Company, has established a small plant, owned by the Columbus Pen Company, for their manufacture in Oak street, and Columbus pen users can now secure supplies made in Columbus. The pens are made in a number of different styles, and users say that they give good satisfaction.

Commercial failures in the United States during the month of September, according to R. G. Dun & Co., amounted to 827 in number, with defaulted indebtedness aggregating \$11,900,568. Of this number 11 concerns were paper and book dealers, their indebtedness amounting to \$18,576. Fourteen printers and engravers, with an indebtedness of \$113,480, is also included in the list.

Owing to the pressure of creditors, the Art Manufacturing Company, of Zanesville, Ohio, one of the largest manufacturers of souvenirs in the country, went into the hands of a receiver last week. The

assets are \$80,000 and the liabilities \$109,970.04.

J. R. Dover is now the proprietor of the old Post Office Store, formerly owned by N. B. Hall, of Starke, Fla

The Power-Egg Company, of Edna, Texas, has purchased the stock of Strane & Terrell, owners of a racket and variety store. Mr. Straus will be employed by Power-Egg Company. Mr. Terrell has not been actively engaged on account of ill health.

At the regular monthly meeting of the Stationers' Board of Trade, New York, held on Tuesday of this week, the following concerns were unanimously elected to membership in the Board: The Gresham Blank Book Company, 316 Hudson street, New York City; Stephen Greene Company, Philadelphia, Pa., and The Roneo Company, 371 Broadway, New York City.

THE
EXCELSIOR
DIARY

Have
You Ordered
Yours?

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



ARE YOU WISE TO THE FINEST LINE OF HOLIDAY GOODS

we have ever produced? We are particularly pleased with the results of our efforts for 1911-1912 and may be pardoned for our egotism in believing you will be more enthusiastic after you have seen our samples than even we are.

WARD'S FINE WRITING PAPERS and WARD'S FINE ENVELOPES

are two of our well-known products, in distinctive, artistic and elegant packages, which will make a hit wherever displayed. Drop a line to our nearest branch and have our salesman show you our samples.

WARD'S

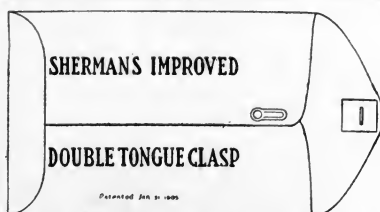
SAMUEL WARD COMPANY

57-63 FRANKLIN STREET

New York—621 Broadway. Chicago—167 Dearborn St. San Francisco—833 Market St.

BOSTON

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



SHERMAN ENVELOPE CO.,

Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of

ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



WORCESTER, MASS.

Springfield 1913

¶ We wish to extend a hearty invitation to the National Association of Stationers and Manufacturers to make SPRINGFIELD their headquarters for the 1913 Convention.

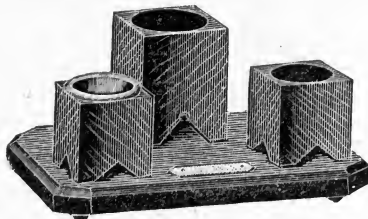
¶ It will be an added pleasure to make welcome the members and visitors at the home of Old Hampshire Bond in South Hadley Falls, Mass.



Novelties for the Trade

TOWER'S WATCH OFFER

The Tower Manufacturing and Novelty Company, 306-308 Broadway, New York, has one of the largest stocks of Ingersoll



SMOKING SET—AMERICAN NEWS CO.

watches in New York City, and which it is offering to the trade at the very lowest manufacturing prices. The company has one assortment, No. 24, which costs the re-



Actual Size
THE PERFECT INK ERASER.

tailer \$37.60, and the contents will sell for \$56, giving a profit of \$18.40. There are 36 Ingersoll watches in the assortment, the four leading models only, assorted in just the proportion in which sales are largest. The fixture is a handsome velvet lined pad or easel holding 12 watches, and showing at a glance the points of difference between the models. As this is an extraordinary offer, only one assortment will be furnished each customer. Dealers are invited to write to the company for descriptive circular giving full information.

RULING INK FOUNTAIN

The Ambart automatic ruling ink fountain, invented by a practical paper ruler and perfected by a mechanical engineer, works on the well-known principle of capillary attraction. However, it works in a way that is entirely new in its application of that principle.

Once set properly on the machine, all that is necessary to put the Ambart fountain in operation is to connect the ink pan to the flannel on the pen beam by means of a "feeder flannel." Fifteen seconds will suffice to put it in operation for any job. The use of the brush to apply the ink is entirely eliminated. The operator has all his time to attend to the paper and the pens. The lines are always uniform in weight. The reservoir holds enough ink for a full day's work on any ordinary ruling.

The Barrett-Cravens Company of Chicago, who is marketing this very useful device, has tried it out thoroughly in Chicago, where it has proven a remarkable success. The company guarantees it to

work perfectly and any dealer is authorized to sell it on ten days' trial. The Ambart fountain is for sale by all leading bookbinders' supply houses. The price is moderate—\$3.75.

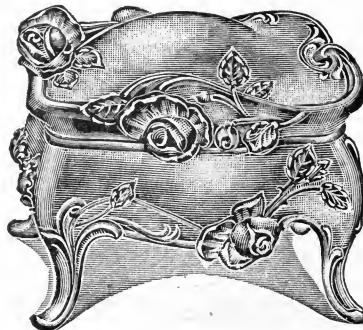
PERFECT INK ERASER

The Tower Manufacturing & Novelty Company, is showing its new Beegee Perfect Ink Eraser. It is something entirely new on the market, for erasing ink of any manufacture, or lead pencil, without marring the paper. It does away with the old style knife, or spear-blade eraser, ink and pencil eraser, typewriter erasers or ink eradicators. It has a heavy brass holder, nickel plated, four

inches in length, and about the thickness of a pencil. The brush is of extreme delicacy, but infinite hardness, made from scientifically prepared fibres encased in brass. The slightest rub does the work wonderfully. It saves time, it saves work and its saves temper. The erasers are put up one in a box, and retails at fifty cents each.

NEW LOOSE LEAF HINGE

The Berkshire Hills Paper Co., of Adams, Mass., has just perfected an additional hinging process which makes the well-known Berkshire Hills loose



JEWEL CASE—AMERICAN NEWS CO.

leaf ledger paper as limp as a rag in the hinge. Users of this paper will get the benefit of the improvement as no additional price will be charged. Those desirous of obtaining further information concerning this product can get samples and complete information by writing to the home office of the company at Adams, Mass.



A STEADY GROWTH

At the last annual convention we had good reason to thank the trade for the support they had given us. This year our business has shown a steady growth—new customers and larger orders from the old.

The stationer who sends us his orders knows that he need not fear to ask our help in going after the large consumers because we sell to the trade only.

Our customers are in a position to guarantee permanent copies. We use inks that will last.

We are the largest manufacturers of Carbon Paper in the world and the trade has made us so.

Gentlemen, we thank you.

Manifold Supplies Co.

A. L. FOSTER, Pres.

O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S.

Old Berkshire Mills



ESTABLISHED 1801

A paper not intended primarily for the engraving of Bonds and Stock Certificates, but manufactured expressly and having ideal qualifications for the purposes of Business and Social Correspondence. For Letterheads, Announcements, Circulars and similar uses. A paper having Beauty, Moderate Price, Proven Merit and Distinction.

Permit us to mail you samples.

Old Berkshire Mills Company

Dalton, Mass.

Mirick Represents Whiting in West

Chester S. Mirick, who has been appointed as Western representative of The Whiting Paper Company, assumed active charge of the company's Western head-



CHARLES S. MIRICK.

quarters at 1416 Republic Building, Chicago, on October 1. He succeeds W. J. Willoughby.

Mr. Mirick is an Ohio man, hailing from

Cincinnati, and has spent his entire business life in the stationery trade. He entered the business some fourteen years ago as stock-keeper with The Chatfield & Woods Company, of Cincinnati, and by strict attention to business has gradually been promoted from one position to another, until he reached the position of sales manager of the city stationery department some few years ago.

He is, commercially speaking, a very young man, and in taking hold of the Whiting line in a territory where a very large business has been worked up, it is safe to say that his youth, energy and pleasing personality will not only hold the present volume of business, but that a very satisfactory increase will reward his efforts.

Mr. Mirick has just returned from an initiatory trip over part of his territory and was greatly encouraged by the healthy condition in which he found the trade.

Mount Your Own Pads

Every stationer at times has calls for a brass-cornered desk pad, and to supply this demand F. L. Harding, of 508 Broadway, is putting up a set complete with staples for mounting the corners on any pad.

These are finished in brushed brass, packed each set in envelope and 12 sets to carton, and cost the dealer \$3.75 per dozen sets.

Many jobbers have already stocked this

article, which is proving a great convenience to the retail stationer.

Holiday Offerings of W. J. Anderson & Co.

W. J. Anderson & Co., 341 Broadway, New York, who make a specialty of calendars, shipping tags and other kindred goods, have an interesting announcement of three holiday trade assortments, consisting of gift dressings, Christmas parcel decorations and holiday enclosure cards, which will be found on page 67 of this issue. These assortments produce a profit for the dealer of from 55 to 112 per cent., and their advertisement is therefore worth looking up. Dealers are invited to write for a fuller description of the line than what is given in the advertisement.

To announce his going housekeeping in Westfield, N. J., "Freddie" Seymour gave a dinner to 18 of the New York delegation at Buffalo, on Wednesday evening. "Freddie" said he was going to take his mother with him, but some think there may be another woman in the case at that.

THE
EXCELSIOR
DIARY

Is
The Best

QUALITY STATIONERY**CRANE'S KID FINISH**

The Correct Wedding Paper

of unsurpassing fineness of texture which brings out the beauty of the engraved plate perfectly. *Cranes'* quality is always the best and is always in *correct fashion*.

Other Wedding Papers of acknowledged merit are

BERKSHIRE VELLUM
IMPERIAL VELLUM
RUSKIN VELLUM
CHAMIVOR VELLUM

**"SOCIAL
STATIONERY"**

Is the title of a book invaluable to every woman in social life. The chapter devoted to Wedding invitations is authentic and complete. Every stationer and dealer should have it on sale.

**GUEST AND
MENU CARDS**

To match all the most popular colorings and fashionable writing papers. In a large variety of sizes and styles with gold beveled edges and colored borders.

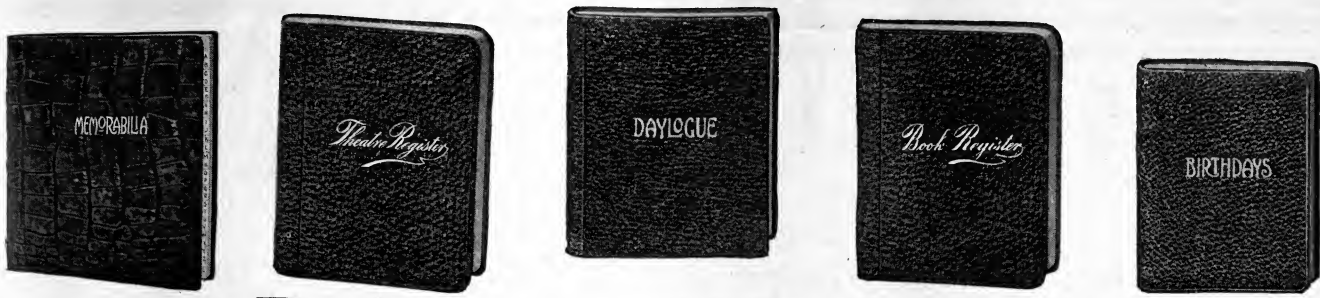
The new shade of Weddings in Chamivor Vellum is Silver White. Samples mailed on application.

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

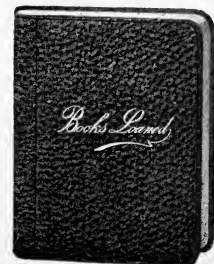
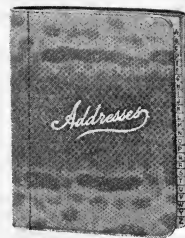
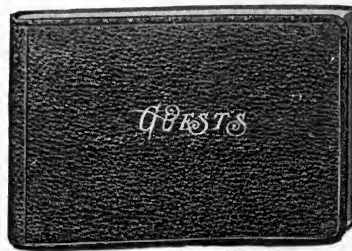
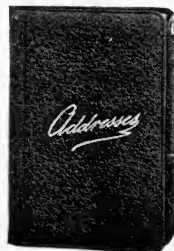
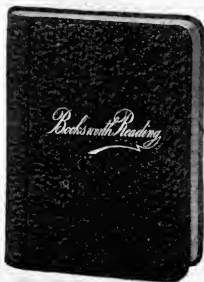
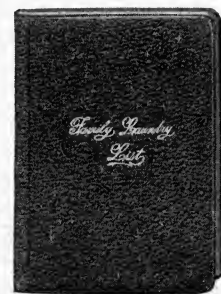
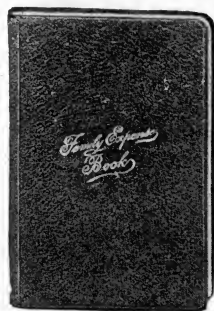
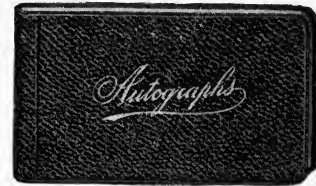
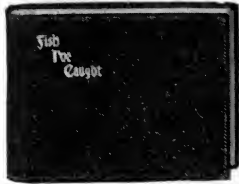
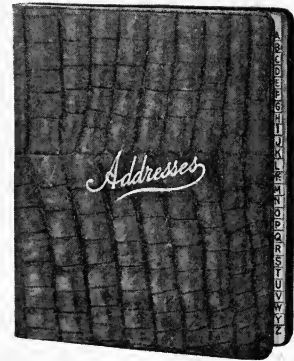
New York Office, Brunswick Building, 225 Fifth Ave.





Personal Record Books

A Complete Line



KIGGINS & TOOKER CO.
 35-37 PARK PLACE
 NEW YORK

HIGGINS' INKS

ONE STANDARD ONLY

Have Maintained the Highest Degree of



HIGGINS' ETERNAL INK

WRITES EVERLASTINGLY BLACK.

A fine fluent Carbon Writing Ink for general use. Black from the pen point and eternally remains so, proof to age, air, sunshine, chemicals and fire. The indestructible Ink of the Ancients revived. Splendid for use in fountain pens, when diluted.

HIGGINS' ENGROSSING INK

A dense black Indestructible Ink, specially adapted for all important writings, records and engrossing, and for fancy penmanship, card writing, etc. Waterproof when dry.



THE
STANDARD
LIQUID
DRAWING INKS
OF THE WORLD

THEY
BLAZE THE
WAY
FOR OTHERS
TO FOLLOW

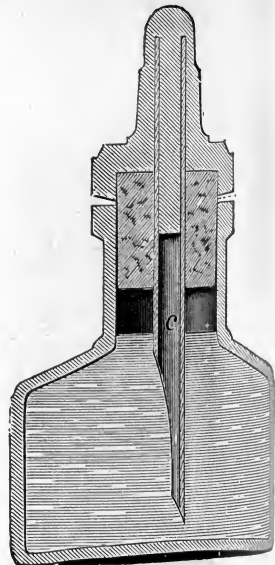


HIGGINS' AMERICAN DRAWING INKS

Are used by the leading Artists, Architects, Engineers, Schools, Colleges and Institutes. Three-fourths of the professional draftsmen use no other.

BLACKS—TWO KINDS. WATERPROOF, insoluble when dry. GENERAL, soluble when dry.

COLOR—Carmine, Green, Scarlet, Blue, Vermillion, Indigo, Yellow, Brown, Brick Red, Orange and Violet, also White.



Write for Prices

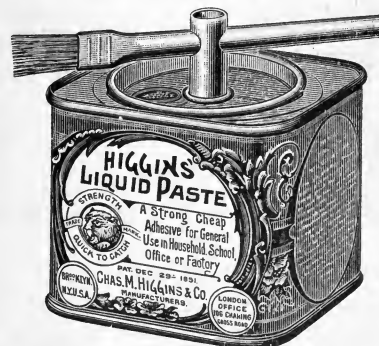
Chas. M. Higgins & Co.

Originators and Manufacturers of Inks and Adhesives

and ADHESIVES

THE HIGHEST

Acknowledged Superiority for 30 Years



HIGGINS' VEGETABLE GLUE

A dense, strong, glue-like Paste, light amber in color, and adapted for heavy work, such as making up packages, sticking paper or cloth to each other, or to wood, glass, metal or leather. Valuable for manufacturing and general use.

HIGGINS' TAURINE MUCILAGE

An entirely new departure avoiding the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries quicker than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary, and pleasant to sight and scent.

HIGGINS' LIQUID PASTE

A creamy or light colored, fluent Paste for general use. Spreads easily, catches quickly and dries quickly; does not strike through nor cockle. Made to meet the demand for a cheaper article than "Office Paste" where purity of color is not required.

Through honest merit in their quality and originality, the HIGGINS' PRODUCTIONS have gained an enviable reputation that is world wide. They are only CHEAP WHEN QUALITY IS CONSIDERED. The most profitable to handle, as they create, foster and retain trade. The liberal policy of advertising pursued by the makers, as well as their absolute fair dealings with the trade, is sufficient to warrant every Stationer in keeping a full stock of standard goods on hand to meet the growing demand that is being created for them.

HIGGINS' DRAWING BOARD AND LIBRARY MUCILAGE

A Novel Semi-Fluid Adhesive of great strength and body, specially prepared for Sticking Paper to the Drawing Board, Repairing and Labeling Books and for Wood, Cloth and Leather Work generally. For use as an ordinary Mucilage or Paste it may be diluted with 25 to 50 per cent. of water.

HIGGINS' OFFICE PASTE

A pure opalescent White Paste for general office, home and school use. Is semi-fluid or midway between a fluid mucilage and a non-fluid or set paste. Of great adhesive power and very soft and fluent in consistency. Spreads with great ease and smoothness, catches quickly and dries quickly. Does not strike through nor warp paper. Has novel adjustable brush.

HIGGINS' PHOTO MOUNTER PASTE

An entirely novel and superior Adhesive, specially prepared for Mounting Photographs, Aristotypes, Scrap Pictures, Engravings, etc., and for general use as a substitute for fluid mucilage. It is not a Flour or Starch Paste, but is rather a Vegetable Glue, being a new discovery in the chemistry of adhesives. It is the most largely advertised and best known of all so-called "White Pastes," and is an ORIGINAL and PATENTED Product.



Write for Discounts

MAIN OFFICE: 271 Ninth Street
FACTORY: 240-244 Eighth Street

BROOKLYN, N. Y., U. S. A.

BRANCHES: FISHER B'ILDING, CHICAGO
11 FARRINGTON AVE., LONDON, E. C.

Seventh Convention Stationers and Manufacturers

(Continued from page 16.)

Auditor's Report.

Your auditor reports as follows: Having examined the books of the secretary and treasurer, he finds that on October 11, 1910, there was a cash balance of \$2,279.72. The receipts for the year to October 10, 1911, from all sources was \$5,857.49, making a total of \$8,137.21. The expenses for the year, as shown by the audited vouchers, amounted to \$5,741.41, leaving a balance of \$2,395.80. This agrees with the treasurer's bank balance of October 1, 1911, plus the additional deposits made since that date.

Respectfully submitted,

JOHN D. LAMOND, Auditor.

The report of the Board of Control, which reads as follows, was then accepted by the association, and a motion was passed to place it on the records:

Report of the Board of Control.

The regular meeting of the Board of Control for the year 1910-1911 was held in the private dining room on the second floor of the Hotel Statler, Buffalo, N. Y., October 9, 1911, at 2 o'clock in the afternoon.

Mr. Falconer, the president of the association, presided, and there was a quorum present.

The board passed a resolution providing that all applications received within ten days prior to the date of the assembling of the conventions of this association, and favorably acted upon at the

convention, shall be regarded as conferring membership from the time when the same have been so acted upon, and dues paid shall be credited from the 1st of January next ensuing. This resolution also covers applications received after the adjournment of the convention and prior to the 31st of December next ensuing.

Your board further considered reports of the various standing committees which had been received by the secretary prior to the meeting of the Board of Control, in accordance with the directions of the bylaws.

Your board has no recommendations to make at this time.

Respectively submitted,

CHARLES E. FALCONER, President.

MORTIMER W. BYERS, Secretary.

Owing to the inability of William F. Lucas, Jr., who was detained abroad from being present, his paper on the "Development of Salesmen and Keeping Them in Your Employ" was read by Mortimer W. Byers, secretary. The paper follows:

Developing Good Salesmen

I have been invited to address you on the very important subject, "How to develop good stationery salesmen and how to retain them in your service after they have been developed." From inquiry and from information gleaned through reading the trade papers, I am satisfied, as doubtless you are, that great difficulty is experienced by the trade in general, in obtaining professional

salesmen to sell goods in the store and also on the outside.

SALESMANSHIP MUST BE DEVELOPED.

The quality of salesmanship is not inherent in the vast majority of people. Like the skill of the artisan it must be created and developed through a process of persistent training and experience. This applies particularly to stationery salesmen where an intimate knowledge of detail is essential to success and where there are constantly arising new conditions which have to be met and mastered. In this age of systematized efficiency, when every faculty is keyed to the highest pitch in the struggle of competition, it is most necessary that any man who carries on the stationery trade must surround himself with capable helpers and salesmen, if he would increase his business year by year, or even hold his own in the keen war of progress. How can these capable assistants be obtained?

ABLE LIEUTENANTS INDISPENSABLE.

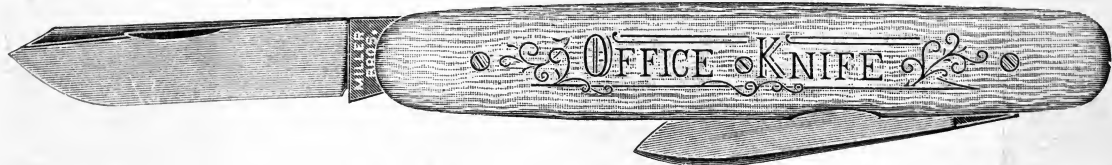
We all know that the so-called captains of industry owe their success as much to their lieutenants who occupy positions of trust and responsibility, as to any managerial or executive ability they may themselves possess. But they have the faculty of picking out the right man for the place and the method they employ is that of selection and elimination.

Now, do we, in this business, exercise the proper discretionary judgment in the selection of our help? Is it not a fact that through sentiment or some kindred consideration, that many of us retain men in our employ who are incapable and incom-

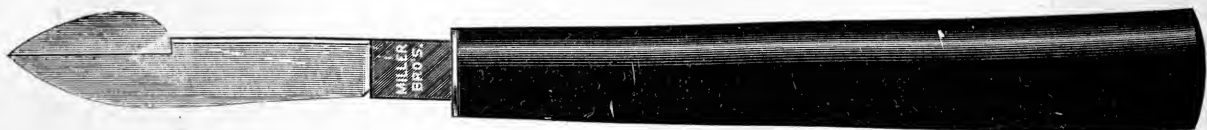
AMERICAN AND BEST



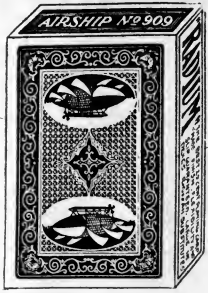
MILLER BROTHERS



STEEL ERASERS



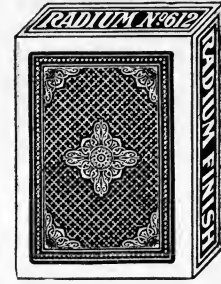
ORDER FROM YOUR JOBBER



No. 909 Airship.



No. 104 Auction Bridge "French Size."



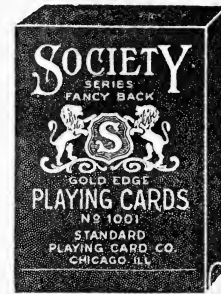
No. 612 Radium.

PLAYING CARDS AND GAMES WORTH KNOWING



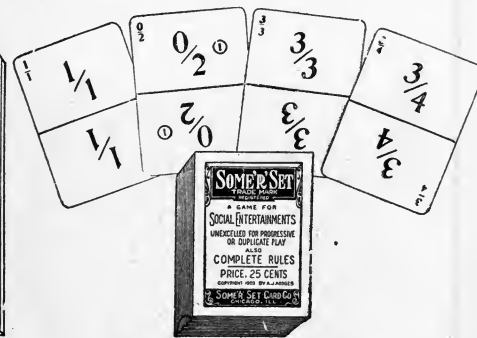
No. 91 Banknote.

Goods well bought are
half sold, quality and
price make sales



No. 1001 Society.

You have the advantage of both if you purchase our goods.
Be one of the satisfied dealers and carry our line. Write us
at once for samples and complete catalogue.



STANDARD PLAYING CARD CO. CHICAGO, ILL.

EBERHARD FABER STATIONERY ASSORTMENTS

FOR utility combined with beauty there is nothing to surpass the gift sets of stationery originated and for many years marketed by me. For the season of 1912 the line has been greatly improved by the addition of several new and unique patterns in leather and also a variety of handsome imported boxes of Japanese design.

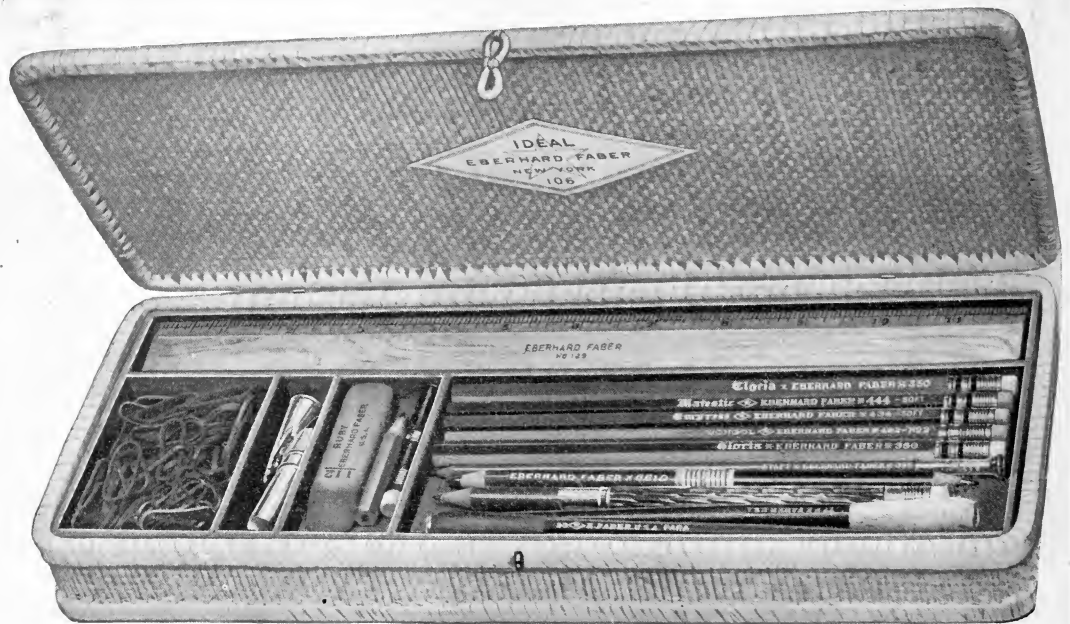
These beautiful boxes, with their dainty and distinctly Japanese patterns and colorings, are decidedly the most unique and attractive ever used for this purpose. There is a wide variety of styles and sizes, all with the same standard goods as contained in our line of floral boxes.

No. 106—"Ideal." A hinged cover basket of finely woven material, with removable tray containing assortment as represented in the illustration.

The tops are of plaited fibre, with hand-painted flowers in six designs. The deep, rich colors and delicacy of design and execution can be appreciated only if seen.

The removable tray permits the use of the basket for other purposes—gloves, etc.—when the contents have been used. Size 13 inches.

Retail price,
\$1.00.



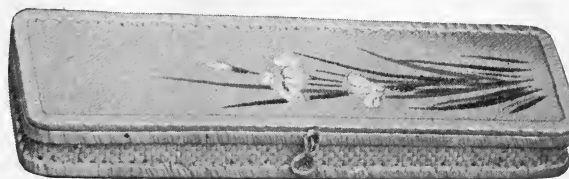
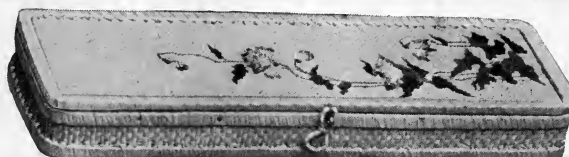
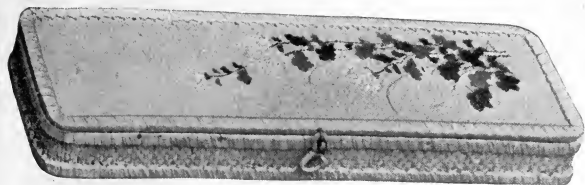
No. 105—"Baskette."

This basket is 11½ inches long, and, except for the top, is similar in workmanship to the "Ideal." Finished in six floral designs, applied directly to the woven top. Removable tray.

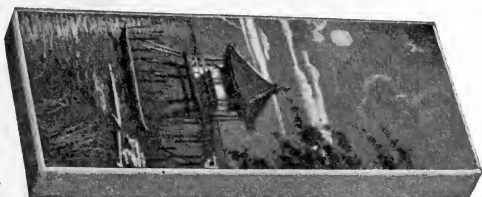
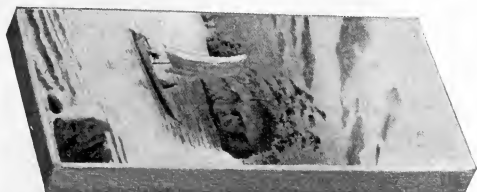
Retail price, 75c.

No. 105—"Baskette"

Showing some of the handsome designs used on the covers.
The illustration on opposite page shows contents.



No. 103—"Oriental" Assortment

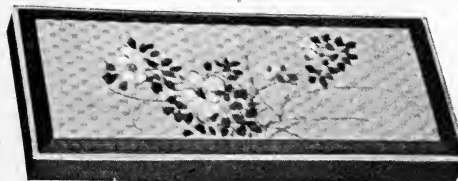


No. 103 "Oriental." A medium size box (8" long) covered in green and blue cr pe papers, with the tops beautifully printed in colors. There are eight characteristic Japanese scenes executed in the inimitable Japanese style.

No. 102—"Far East" Assortment



No. 104—"Jap" Assortment



Retail price,
Nos. 102, 103, 104
50c.

==
*Complete Catalogue
of all
Holiday Sets
sent upon application*

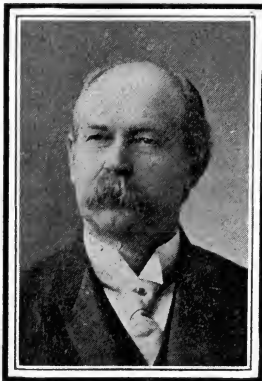
EBERHARD FABER

NEW YORK

Seventh Convention of Stationers



EDWARD J. WEIS,
Chairman Travelers' Night Entertainment Committee.



SAMUEL WARD,
Banquet Toastmaster.



L. E. WILLIAMSON,
Member Travelers' Night Committee.

petent—men who have outlived or who never possessed the quality to make them productive factors in the upbuilding of a business? Here is where the system of selection and elimination applies. Upon the success of the selling force largely depends the success of a business as a whole.

NECESSARY QUALITIES FOR SALESMANSHIP.

What are the qualities requisite to make an efficient salesman? First, in my opinion, he must have a pleasing personality—not necessarily an Adonis in looks, but affable in manner, cheerful in demeanor, neat in apparel, one whose appearance will attract rather than repel a customer—a "Sunny Jim," without undue effusiveness—never a grouch. Secondly, he must be honest, truthful, possess at least average intelligence, plenty of energy and an ambition to not only succeed but to excel his competitors, whether in his own or another firm.

I hardly think it is expected of me to tell you in this address how a good stationery salesman can be developed. If I were competent to do that I would be tempted to open an academy for the training of young men as salesmen for the trade and furnish you, if you wanted them, with all that I would not need for my own establishment. I think there should be money in such an institution. In a general way, however, I may formulate certain principles and practices as will serve as suggestions in the evolutionary process of developing from the raw material an intellectual live wire.

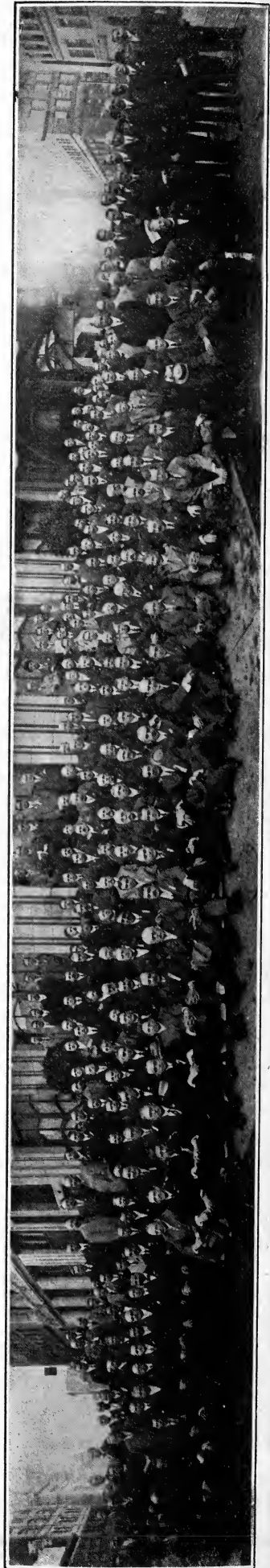
EMPLOYER MUST HELP DEVELOP HIS MEN.

First of all, don't expect the transformation to take place without assistance from you. The florist when he desires to obtain some rare horticultural specimen from grafting, watches and tends the budding plant with the greatest solicitude and care. He leaves nothing to chance; he labors to accomplish a result—the achieving of a triumph in his art. Now the mind and faculties of a human plant are more susceptible of training in development and growth, but they require quite as much attention as the floral species. Study your man. Find out in what he is proficient and in what deficient. Seek to correct the latter. Encourage him to acquire a comprehensive knowledge of the detail of the business, to study the stock, to learn the difference in the values of goods and why, so that when he runs up against a competitive bid he is able to explain the reason why there is a possible difference in cost. Knowledge and confidence are valuable attributes in a good stationery salesman as they beget confidence in the fellow you're dealing with.

Impress upon the aspirant for salesmanship honors the necessity of patience and politeness in waiting upon a customer, whether the order is small or large. Trifles sometimes turn the tide of trade and a good impression created is capital stock for future transactions.

A GOOD SALESMAN CREATES ORDERS.

A good stationery salesman not only takes orders—he creates them. Suggestions to a customer of his needs, without offensive persistence, is invariably productive of added orders to that covering the immediate want. Advice along this line would be valuable instructions. A conference daily, or two or three times a week, between the proprietor or manager and the selling force ought to be time profitably spent. An interchange of views often



GROUP SHOWING ALL THE MEMBERS AND DELEGATES WHO ATTENDED THE SEVENTH ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION OF STATIONERS AND MANUFACTURERS.

ROOK advertisement NOW RUNNING
in LADIES HOME JOURNAL
and other papers



ROOK
The Game of Games

The Delight of Winter Evenings
You can't imagine the **CHARM** and **INTEREST** of **ROOK** till you play it—till you get a taste of its excitement, amusement, cleverness, luck, skill.
It's irresistible!



The GAME of
ROOK

It fits into more leisure moments **IN THE FAMILY** than any other game ever invented. Its fascination grows. You come back to it each time with fresh pleasure.

Any number from three to eight can play it. It is one of the very few good games that three, or five or six can play. It is very popular for an ODD number of players. **OTHER SPLENDID GAMES** are played with these 56 handsome cards that **SEVERAL ARE FOR CHILDREN** (and they love them), some are **SOLITAIRE** for one person, some are for **TWO** (a man and his wife, a couple of young people, a boy and his chum), some are for **3, 4, 5, 6, 7, or 8**, as may be present. There are games for **ALL TASTES** and **ALL AGES**, and you get all this when you get **ROOK**. Beautifully colored and enamelled cards (not playing cards).

We guarantee you'll like it
Your money back if you don't

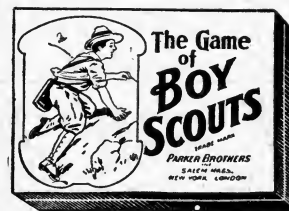
50 Cents

PARKER BROTHERS, Inc.
Sole Makers of **ROOK, PIT, Ping-Pong, Pastime Picture Puzzles, etc.**
Salem, Massachusetts, or Flatiron Bldg., New York

At all **DEALERS** or
by mail from us



PIT
A world-wide fun maker



BOY SCOUTS
A new favorite

Three Large Sellers for Stationers

Sold by the News Companies, McClurg, Blackwell-Wielandy, Tower, Bainbridge and all other live wholesalers

PARKER BROTHERS, Inc., Flatiron Bldg., New York

Seventh Convention Stationers and Manufacturers

brings on some point which can be utilized to advantage. Moreover, intercourse of this character makes employer and employee more intimately acquainted, especially where the manager makes it apparent that the object of conference is to consult and advise, rather than to criticize and censure. To ask the opinion of the salesman about this or that feature of the business is usually taken as an implied compliment to his sagacity and judgment which he is not slow to appreciate and it inspires confidence in his ability.

INDUCEMENTS SHOULD BE HELD OUT.

I might continue indefinitely with ideas as they occur to me, but I do not wish to tire you. Finally, there is the holding out of an inducement as the ultimate reward of successful efficiency. Make your productive salesman feel that he is something more than the inanimate part of a machine. Stimulate his energy in trade expansion by offering him a sliding per cent. based on his increase of business. Make his opportunities worth while. Possibly he has the same ambition as you had before you branched out with an establishment of your own. If the salesman is in other respects desirable, it is not a too extravagant suggestion to offer him an interest in the business. Assuming that his trade is profitable it is more valuable to you to hold on to than to let it go elsewhere and if the man is of the right strain, the prospect of a partnership will prove an incentive to greater effort on his part.

This, in a measure, answers the question, "How to retain a good salesman in your employ, after he has been developed." There are minor means which may be adopted, such for example as a kindly consideration on the part of the employer for the welfare and comfort of his employee, without showing in any sense subserviency

or too high an estimation of his value. It is well sometimes to exhibit appreciation for faithful service rendered and it is not an expensive contribution to honest recognition. As Uncle Abe says: "Nothing goes further than a little kindness 'cept butter in a dairy lunch."

GOOD STATIONERY SALESMEN ARE MADE, NOT BORN.

In conclusion I wish to emphasize the fact that good stationery salesmen are not born, but made. That the process of making is often a slow and tedious one. In the development much depends on the character of the material to be developed. Select as the objects of your instruction young men who give promise of adaptability, who possess most or all of the attributes I have enumerated. Don't waste time on the others. As the men develop selling efficiency pay them according to their productivity in trade—that is, what they are worth to you. Make inducements and the environments such that they will have neither desire nor incentive to leave your employ, after they have established a trade, and take it elsewhere. Few of those who attempt this can deliver the goods, but they think they can and so often does the man who gets them and pays a premium on the prospect.

EVERY STATIONERY HOUSE A SCHOOL.

By making every stationery house a school for the development of salesmen (and this is feasible) the day is not distant when there will be no lack of competent assistants and with an equitable remuneration for efficient service every stationery firm will have established an *esprit du corps* which will redound to the mutual advantage of the salesman and the "man higher up."

Mr. Lucas's paper brought much discus-

sion from the delegates. While a greater part of the delegates agreed with the fundamentals of the paper, many thought the stationers should let the salesmen share in the company's profits; others thought the salesmen should be bonded, so the bonding company would inquire into their past history, while others held many divergent views on the subject.

The address of Robert S. Denham, of Cleveland, Ohio, on the "Cost of Doing Business," was principally theoretical. He dealt chiefly in figures and puzzled almost all the delegates. Questions were asked freely, and Mr. Denham answered them without a minute's hesitation. When 1 o'clock came and he had not finished his address, President Falconer told him to keep the rest under cover until after luncheon. Mr. Denham's address will appear in a later issue—THE STATIONER.

Fletcher B. Gibbs then read the report of the National Catalogue Commission, which follows:

Report of Catalogue Commission.

Section Eleven of Article VII of the By-Laws, provides for the annual appointment by the president of a committee on prices. This committee to be known as "The National Catalogue Commission" and to consist of five members whose duty it shall be to prepare and publish a list of

You Won't
Forget
If You Use

THE
EXCELSIOR
DIARY

EVERYBODY PLEASED



All who attended the Convention of the National Association of Stationers and Manufacturers were pleased with the progress indicated by the meeting. Many of them had a further reason for being pleased—they sell Shaw Blank Books of course.

If you are not a member of the association, or a Shaw dealer, you are missing something worth while.

The J. G. SHAW BLANK BOOK CO., Pioneers
261-267 CANAL STREET NEW YORK



A. W. Faber's Jubilee Pencils

The best 5 cent pencil made. We are importing this article direct and are in a position to name very interesting prices.

Samples on application. Let us quote you.

Also a large and varied line of goods suitable for the Xmas trade.

All goods guaranteed as represented, and no charge for cases or Drayage.

MARCUS W. WOLF & CO., 204-6 W. German St., BALTIMORE, MD.

IMPORTERS AND WHOLESALE STATIONERS

Manicure and Peddicure Articles

We have recently added a complete line of these useful articles and are prepared to furnish at lowest market prices.

Seventh Convention Stationers and Manufacturers

standard prices on staple goods and to distribute said list or revisions of it, as the recommendations of this organization.

As chairman of this committee, it becomes my duty to make a report to this convention of the work which it has accomplished during the past year.

Before submitting this report, I will ask your indulgence while I briefly review the situation which led this organization to provide for the appointment of this commission.

REVIEW OF CONDITIONS.

Some of us are old enough to remember "those good old times"—or what now appear to have been such—when the ability to obtain profit-yielding prices was not so difficult as that of obtaining merchandise with which to fill orders; when a small amount of capital and a reputation sufficiently obscure to insure a line of credit, were sufficient assets to launch a new business enterprise; and when the field of endeavor was so fruitful that the main thought was not so much given to cost systems and the economies of management, as to the problem of keeping customers' orders filled. To quote a familiar expression, "Them was the happy days."

Those "happy days" have passed, and the retail dealer finds himself today in a keen struggle for business survival.

The date of distribution of the first stationer's catalogue marked the beginning of an era of competition in prices which at first was territorially restricted on account of the difficulties and expense of long distance transportation.

The expansion of the railroad, the telegraph and the telephone, soon annihilated distances and brought all parts of the country into closer communication. Merchants began to reach out, through the medium of attractive catalogues, into new fields. The inducement offered was the usual one—cut prices on certain of the most staple lines. All dealers did not cut prices on the same

lines, but through their combined efforts, all lines eventually suffered, and in this way, "Competition, the Life of Trade" became "Death to Profits."

A cut price quoted over the counter may not go farther than the customer to whom it is made, but when printed and circulated in a catalogue, it reaches the eyes of thousands, and a new standard of value is immediately established, which every competing dealer feels he is obliged to adopt. Reprisals frequently follow and additional values are lowered; the consumer gains an advantage which he is unaware of and therefore fails to appreciate; and the trade suffers a loss which unfortunately is not confined to the dealers who are responsible for the trouble. A few years of indiscriminate price cutting were sufficient to convince most of the leading dealers that the policy possessed only a temporary advantage in the influencing of orders and that its retroactive disadvantages were daily becoming more difficult to overcome.

LOW PRICES LED TO ORGANIZATION.

In their distress, they concluded to adopt the prevailing "get-together" spirit of the times, and through a frank and friendly comparison of experiences, co-operate in a systematic endeavor to correct this growing evil.

This led to organization, and during the annual conventions which have followed, many subjects having an important bearing upon the industry in which we are engaged, have been taken up for consideration; but none more far-reaching or important than that of the necessity of maintaining profit-yielding prices.

In its study by this commission, many interesting phases of the subject have been revealed, some of which closely affect that other subject so nearly related to it—the cost of doing business.

We have found that the twentieth century trust methods of handling our large

industries are slowly but surely creating an evolution in business methods which each succeeding year is having its influence upon all classes of small business enterprises.

In 1904 when this Association was organized, there existed in the United States, 318 active and important industrial trusts representing consolidations of over 5,000 separate and distinct plants covering practically every line of productive industry and having a capitalization aggregating approximately seven and one quarter billions of dollars. Most of these had been organized during the decade previous to 1904, and many new ones have since been formed.

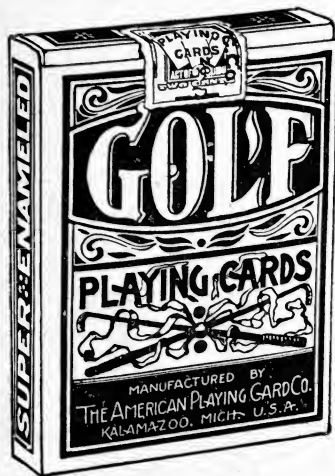
While these vast aggregations of capital have enormously contributed to the country's wealth and business development, they have at the same time enlarged nearly every expense item affecting the conduct of a retail business. They have increased land values, rents and salaries; the costs of merchandise, the costs of the raw materials entering our work-shops and the costs of the labor employed in their manufacture.

A bird's-eye view of the lower end of Manhattan Island, or a walk through the business district of any of our large cities, deeply impresses one with the enormous increase in land values occasioned by the erection of colossal office buildings—begun and completed within the experience of most of us, and made possible by the country's newly developed combinations of capital.

This has meant for the retail merchant a smaller store space and enlarged rent; a larger percentage of expense in the handling of goods; and a necessity for salesmen and clerks of greater resource and ability, at increased salaries.

TRUSTS BRING CHANGE IN CHARACTER OF CONSUMERS.

These great business combinations, commonly termed the "Trusts"—have on the



IT'S THE
"WEARING QUALITY"
 THAT COUNTS IN THE
GOLF PLAYING CARD

Will wear longer and deal better at the end of their service than any other card made. They are sold all over the civilized world

We are so closely allied to our Paper Mill that we may honestly say that we make our own paper, coat and finish our board, make our finished product all under our own direction. Every material and every process is carefully supervised and first class.

We make a full line of all goods. Let us send you samples.

THE AMERICAN PLAYING CARD COMPANY,
 Kalamazoo, Michigan

Seventh Convention Stationers and Manufacturers

one hand created and standardized new values which have greatly enhanced the expense of doing business, and on the other, have restricted the retail dealer's market and decreased his percentage of profit; for where the trade formerly enjoyed the retail custom of thousands of individual firms and small corporations, it now has in place of those customers who formerly bought in retail quantities at retail prices, a few hundred trusts and railway mergers—consuming a greater volume of goods, perhaps—but buying them through high-salaried purchasing agents upon the closest possible margins and frequently going over the heads of the trade to the manufacturers.

These changed economic conditions have developed a situation where many dealers handling this class of business find themselves in a position where they are transacting an increasing volume of business at wholesale prices with an expensive organization designed for retail sales. As every sale made at a discount reduces the average gross profit, and increases the percentage of the cost of doing business, dealers have found it imperative more than ever before, to see that those prices at which their merchandise is sold at retail, are free from errors and figured upon a correct basis.

It will be perceived therefore, that the trade had reached a point where it was realized that the increased cost of doing business made a careful review of retail prices absolutely necessary. This did not mean a general advance in values, but a restoration of those prices which had been cut and the correction of many errors, the accumulation of years of mistakes.

STATIONER CARRIES LARGEST STOCK.

The average stationer has a good many things to think of. He carries the largest stock containing the greatest variety of items of any merchant engaged in the retail business and while acknowledging the necessity and having the inclination to review and revise his prices, he not only finds it difficult to give the matter the time and study which it demands, but he hesitates to make changes that he fears will be used by his competitors to his disadvantage.

A few years ago a dealer could not look to his competitors for assistance or advice, but times have changed, and with the times, business methods. The tendency today is for individuals in the same lines of business to get closer together, to combine and work for mutual benefit and not to exist as separate units fighting each other. Hence, The National Association of Stationers and Manufacturers, and this convention in which we are assembled today.

This Association has labored for a number of years to improve market conditions in a way that will enable its members to dispose of their commodities at profit-yielding prices. It has been found that it cannot be done by agreement, for the reason that the federal laws and those of many of the States prohibit agreements between merchants for the purpose of regulating or fixing the price of any article of merchandise.

The Association, therefore, has created this committee—The National Catalogue Commission—and has assigned to it the difficult and arduous task of reviewing lists of merchandise for the purpose of correcting errors and making necessary revisions in the retail prices.

Its findings are published and mailed to members as minimum retail prices recommended by this organization, a plan that was adopted with the expectation, in which we have not been disappointed, that these recommended prices would be generally accepted and placed in use by the trade, although no agreement to do so is made or requested.

The work which the commission has accomplished during the past year, I will now attempt to describe. That it has included duties other than those narrated in this preamble, will become apparent.

REPORT OF WORK ACCOMPLISHED.

You will remember that in my report of last year delivered at the Baltimore convention, I stated that the work assigned to this committee was too large a task for any single group of men having business interests of their own requiring personal attention, and that if this work was to be successfully continued, it would have to be distributed.

Section Eight of Article VII of the By-Laws, provides for ten permanent committees of three members each, to be appointed by the president at the beginning of each year. These committees represent the following interests:

1. Blank Books.
2. Paper and Envelopes.
3. Files and Office Furniture.
4. Hardware and Glassware.
5. Inks and Mucilage.
6. Pens and Pencils.
7. Loose Leaf Devices.
8. Leather Goods and Novelties.
9. Rubber Stamp Goods.
10. Miscellaneous Items.

MADE ESPECIALLY FOR
THE BUSINESS MAN'S LETTERHEAD
 AND
AN EXCEEDINGLY CHOICE PAPER
 FOR PERSONAL CORRESPONDENCE

MOUNTAIN MILL
SNOWDRIFT

with pure white color and handsome finishes will *sell* readily to particular people

Get Acquainted with it To-day

Write at once for sample book to MOUNTAIN MILL PAPER COMPANY

99 Forest Street, Lee, Berkshire County, Massachusetts

ENVELOPES AND WEDDING BRISTOL TO MATCH

IF YOU HAVE NOT ALREADY INVESTIGATED



LOOSE LEAF SAMPLE PROPOSITION NOW IS THE TIME TO LOOK INTO IT

**A Plan of Co-operation That Has Met With Quick
 Response From Stationers Throughout the Country**

REALIZING the importance of having our dealers fully equipped with a complete line of samples, we have made up an outfit complete in every detail—from the small vest pocket Memo Book to the high-grade Ledger Outfits. Included also is a nicely bound set of commercial forms, window cards—advertising matter—in fact, everything that is needed to fit up a modern Loose Leaf Department. All of these devices are of the well known Cesco grade, recognized as the standard for quality, material and finish. Many stationers by prominently displaying these bright new samples have secured enough business the first week to pay for the outfit ten times over. To get this complete equipment you are not asked to pay a fancy price—in fact, the amount does not even cover our cost. This is your opportunity with but a trifling investment to put yourself in a position to compete with dealers who carry a stock of similar goods representing hundreds of dollars. We want to tell you more about the exceptional offer—why we are making it—what the outfit consists of, and how you can examine it in your store without a penny's expense.

No easier or more economical way could possibly be arranged for you. Write to-day for full particulars.

IF YOU HAVE NOT A COPY OF OUR COMPLETE CATALOG SEND FOR ONE TO-DAY — IT CONTAINS THE MOST COMPLETE AND UP-TO-DATE LINE OF DEVICES AND FORMS ON THE MARKET

**SPECIAL
 INDUCEMENT**

Ordering this sample outfit entitles you to our "Jobbers' Discount Scale" putting you on a par with the dealer who carries a large stock and buys at a Jobbers' Rate.

THE C. E. SHEPPARD CO.  **82-84 FULTON ST.
 NEW YORK, N. Y.**

Seventh Convention Stationers and Manufacturers

The intent of the by-law is to provide a committee of competent and experienced members to whom can be referred all subjects in any way related to the respective interests which the various committees represent.

When this Association was organized, it was anticipated that these committees would be called upon to perform the work which has since been begun and carried forward by the Catalogue Commission.

I, therefore, recommended in my report of last year that the duties assigned to these permanent committees, as set forth in the article and section above named, be construed to include the making of price recommendations.

This suggestion was adopted by the Baltimore Convention by unanimous vote.

In accordance with this action, the Chicago members of the commission, upon their return home from Baltimore, immediately commenced upon the work of distributing the items to be assigned to the various permanent committees. This work had been looked forward to as a comparatively simple task but to the dismay of Mr. Stevens and myself, we found it necessary to devote to it from two to three evenings per week for several months during which time we reviewed and checked catalogues, studied costs of handling goods and corresponded with dealers and manufacturers. Sometimes an entire evening would be spent looking up the authorities pertaining to a single item.

METHOD OF THE COMMISSION.

The process consisted first in making out a complete list of all the items ordinarily

handled by stationers. To accomplish this, we reviewed a hundred or more catalogues, including those of manufacturers, jobbers and retailers. After this list was completed, we commenced the work of distribution. After the items had all been distributed, we spent weeks in an endeavor to include the names of all manufacturers making each item, after which much time was devoted to studying the margins necessary to cover the items of cost and net profit in figuring retail prices upon certain classes of goods that move slowly or which have to be exploited to be sold. In other words, those goods which have to be treated outside of the general rule of figuring prices on account of the expense of handling. It was the intention to make out a schedule for each committee; this schedule to contain a list of the items assigned to such committee; a list of the manufacturers making each item; and suggestions as to the basis upon which the retail prices of each should be figured.

Schedules were completed and mailed to the following six committees:

- Paper and Envelopes.
- Hardware and Glassware.
- Inks and Mucilage.
- Loose Leaf Devices.
- Rubber Stamp Goods.
- Miscellaneous Items.

Before schedules could be completed for the other four committees—Blank Books, Files and Office Furniture, Pens and Pencils, Leather Goods and Novelties—we were called from this feature of the work and compelled to give our attention to other matters.

I further regret to state that we were

unable to return to work upon these schedules until it was too late in the season for them to have been of any use; the four committees mentioned, therefore, were not furnished with instructions.

The resolution passed at the Baltimore Convention provided that all price recommendations made by these various committees should be reported through the National Catalogue Commission and be made subject to this commission's approval.

It is possible that through a misunderstanding of these instructions, some of these committees intend to report their recommendations to this convention. From the six committees who were furnished with detailed instructions, the commission has received reports from but two—the Committee on Inks and Mucilage and the Committee on Miscellaneous Items. Mr. Charles N. Bellman, chairman of the Committee on Paper and Envelopes who suffered from a prolonged and severe illness during the year, sent a note of apology explaining his inability to contribute to the work. From the other three committees we have received no word.

The Committee on Inks and Mucilage, of which Mr. John Brewer of New York is chairman, made a very complete detailed report, indicating, as the members of this commission well know from actual experience, a large amount of research and study. This report has not yet been edited and published, for reasons which I will attempt to explain.

Inasmuch as many of the leading manufacturers of inks and mucilage are delivering goods to the cities of Boston, New York and Chicago without expense for freight, a number of dealers in these cities



Southworth Company
Mittineague, Mass.

HERE'S AN OPPORTUNITY FOR EVERY STATIONER AND PRINTER

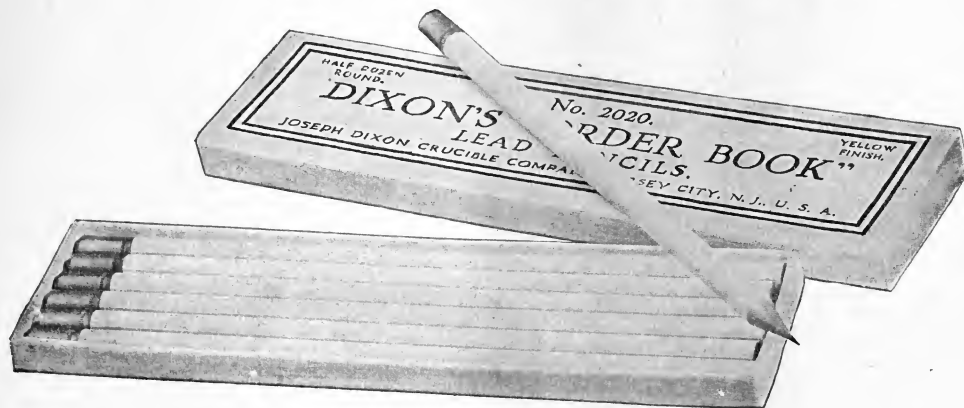
to get closer to their customers than ever before. It's the suggesting of new things to your customer—showing an interest in his business—that sets him thinking. Your customer should have his own watermarked paper. Have you thought to mention it to him? How much more attractive his letterheads and literature will be carrying his own watermark—maybe an illustration of his plant or a reproduction of his own likeness.

THE "DE LUXE" WATERMARKING PROCESS

our own patent, gives a private watermarked high grade paper to anyone at little over the cost of the paper itself. It will enable you to get closer to your customer than you ever thought possible. Further, it will suggest to you possibilities in securing new business and developing a new line of customers—doubling your business and profit. Write us for samples and prices. Possibly we can suggest something which would help you close a much-sought order.

SOUTHWORTH CO., Mittineague, Mass.
MAKERS OF HIGH GRADE PAPERS

"Hitch the DIXON advertising campaign to the sales end of your business"



DIXON'S ORDER BOOK PENCILS

are made for all salesmen and for all others doing manifold work, and each sale is a silent testimonial to the policy of convincing a customer that you are after something besides his money. *Dixon's Order Book Pencils* are specially manufactured for writing on manifold order books, being soft enough to avoid tearing the paper but hard enough to make clear carbon copies. In appearance, the *Order Book* is round, yellow finished with ornamental metal tip. Packed six in a slide box and twelve boxes in a carton. *Dixon's Order Book* pencil fills a long-felt need. Will you help to create the demand?

Have you seen the beautifully embossed 10 x 14, three color card hanger of the Order Book Pencil?

JOSEPH DIXON CRUCIBLE COMPANY
JERSEY CITY, N. J.

NEW YORK
BOSTON

PHILADELPHIA
PITTSBURG

CHICAGO
BUFFALO

SAN FRANCISCO
BALTIMORE

ST. LOUIS
ATLANTA

Seventh Convention Stationers and Manufacturers

had suggested that it would be advisable to issue two sets of price recommendations upon them, one applying to the cities mentioned and the other to the country at large.

We, therefore, requested Mr. Brewer in the letter of advice accompanying his schedule of instructions to make out two sets of price recommendations, one to apply to the country at large and the other to be figured at prices about 10 per cent. lower, to apply to the three cities mentioned.

TWO SETS OF INK PRICES.

Mr. Brewer followed these instructions and has furnished to the commission two sets of complete price recommendations applying to each of the following lines:

Carter's, Caw's, Davids', Keller's, Levison & Blythe's, Sanford's, Stafford's, Thomas', and Underwood's, among the domestic manufacturers, and *Antoine's, Arnold's and Stephens'* among the foreign. Mr. Brewer's committee also gathered together in three separate lists, the leading makes of fountain pen inks, mucilage and paste.

In addition, this committee submitted price recommendations upon the leading brands of carbon papers and typewriter ribbons, these goods having been taken from the miscellaneous list by the Catalogue Commission, and assigned to the Committee on Inks and Mucilage for the reason that this class of goods is now being made by several of the ink manufacturers.

At the time that Mr. Brewer's report was submitted, the members of the commission were devoting every moment that could be spared from personal business matters, to the completion of a set of bulle-

tins and were therefore unable to give it immediate attention.

When the matter was finally reached after the summer vacation, it was found that some of the price recommendations would have to be slightly revised, necessitating a careful review of all of the lists in detail and it was deemed inadvisable to begin this work until it could be determined at a full meeting of the commission whether it would be for the best interests of the organization to issue two sets of price recommendations upon any single line of goods.

At a meeting of the commission held during the latter part of August, the opinion on this subject was divided and the matter laid over for further consideration, or until the opinion of the trade could be more correctly sounded upon this very important point.

The report of the Committee on Miscellaneous Items did not reach the commission until Tuesday of last week, the 5th instant. We have not had time, therefore, to even review it.

TIME CONSUMED IN THE REVISION.

I will neither burden the patience of the audience by a recital of the perplexities and problems which the commission has been called to face, nor will I attempt to narrate the various tasks to which the Chicago members of the commission have devoted 71 evenings of the past year; during which time the only discouraging feature of the work has been the slowness with which it has been made to progress. Realizing that the general adoption by the trade of the price recommendations depend upon the confidence with which they are received,

we have endeavored to do the work with great care and thoroughness.

Information relative to local trade conditions at widely separated points has been constantly sought, and completed copy has frequently been held for weeks awaiting confirming opinions from manufacturers or dealers.

Price recommendations completed and placed in circulation during the year are included in the following bulletins:

Number.		Pages.
10	Rubber bands	1
11	Rubber erasers	4
12	Pencils, Eberhard Faber....	3
13	Pencils, Jos. Dixon Crucible Co.	3
14	Pencils, Eagle Pencil Co. ..	3
15	Pencils, American Lead Pencil Co.	3
16	Pencils, Johann Faber	2
17	Pencils, A. W. Faber.....	2
18	Pencils, L. & C. Hardtmuth	1
19	Pencils, Blaisdell Paper Pencil Co.	1
20	Pencils, Lippincott Pencil Co.	1
21	Pencils, National Pencil Co.	1
22	Rubber Bands	1
23	Penholders, Eberhard Faber	2
24	Penholders, Eagle Pencil Co.	2
25	Penholders, American Lead Pencil Co.	2
26	Penholders, Miscellaneous..	2

a total of 17 bulletins covering 34 pages of printed matter.

Owing to the continued decline in the costs of crude rubber during the fall of 1910 and the spring of 1911, the commission

OUR TRADE MARK



OUR TRADE WORD

"VICTOR"

C. H. NUMAN, President

E. F. PERRY, Vice-Pres.

WM. T. WALLS, Sec'y & Treas.

The Supreme Court, for the County of New York, has decided that we have the sole right to all Patents, Dies, Fixtures, Gates of Patents, Moulds, Trade Marks or anything appertaining to or touching on the business of A. A. Weeks, A. A. Weeks Manufacturing Co., and A. A. Weeks Manufacturing Department of the A. A. Weeks-Hoskins Company.

THE WEEKS-NUMAN CO.

Stationers' Hardware, Glassware and Specialties

39-41 PARK PLACE

NEW YORK CITY

THE
HOUSE
OF
WARD'S

THE HOME
OF
GOOD
SELLERS

THE HOUSE

FROM WHICH RADIATES THE GOODS OF QUALITY IS THAT

OF

WARD'S Samuel Ward Company BOSTON

NEW YORK
621 Broadway

SAN FRANCISCO
833 Market St.

CHICAGO
167 Dearborn St.



Our Holiday lines comprising BOX PAPERS, CABINETS, DESK SETS, BRASS GOODS, WARD'S "A LINE A DAY" BOOKS, WARD'S "GUEST BOOKS," WARD'S SCRAP BOOKS, WARD'S ADDRESS BOOKS, WARD'S PHOTO ALBUMS, WARD'S "P & H EXPENSE" BOOKS AND IMPORTED NOVELTIES HAVE AN ORIGINALITY OF DESIGN WHICH MAKES TRADE FOR THE STATIONER AND ALL BEAR

THE
SEAL
WHICH



PROVES
THE
QUALITY

Drop a line to our nearest branch today and see these goods

THE HOME
OF
GOOD
SELLERS

THE
HOUSE
OF
WARD'S

GOES

ESTABLISHED 1879

Originators and Producers of THE BLANKS OF QUALITY

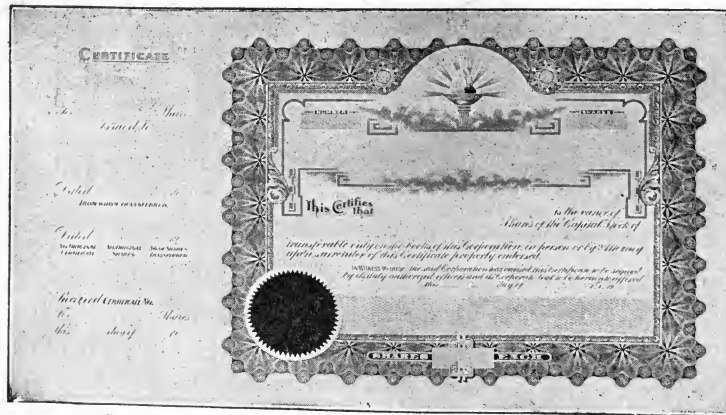
COMPRISING

151 Styles of Stock Certificate Blanks
15 Styles of Bond Blanks
10 Styles of Diploma Blanks
2 Styles of First Mortgage Real Estate Notes

ALSO

Certificates of Award and Teacher's Certificates

The Finest and
Most
Complete Line
of
Printers' Helps
on the market



Reduced fac-simile of one of our 151 styles of Stock Certificates.

Samples
and
Prices
on
Application

WRITE for samples and prices TO-DAY

GOES LITHOGRAPHING CO. **CHICAGO**
WM. F. KROHMER, President

61st and Clark Sts.

Address Dept. A. S.

GOES

ESTABLISHED 1879

LITHOGRAPHED CALENDAR PADS

72 Styles and Sizes
Original and Artistic Designs

For 1912

1912		JANUARY					1912
SUN	MON	TUE	WED	THU	FRI	SAT	
⊕ P.M. 4	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31	☾ L.O. 11	☉ N.M. 10	☾ P.O. 27	

CATALOGUE SENT ON REQUEST

EVERY PRINTER AND STATIONER
SHOULD SOLICIT LITHOGRAPHING

WE LITHOGRAPH FOR THE TRADE

GOES WORK ALWAYS GOES

Seventh Convention Stationers and Manufacturers

was called upon twice to issue revised price recommendations upon rubber bands and once upon rubber erasers. The circulation of these bulletins had a decided effect in steadying the retail prices upon these commodities.

The bulletins on pencils and penholders have been everywhere received with commendation, particularly those devoted to pencils. The latter include every pencil of any note made or sold in this country, and a great deal of valuable and useful information can be gleaned from a study and comparison of these lists.

The various bulletins have had the approval of the manufacturers of the goods, all of whom have shown great interest in the work and given valuable assistance to the commission.

UNPUBLISHED PRICE RECOMMENDATIONS.

Much work has been done by the commission during the year relative to the making of price recommendations, which does not appear in the various bulletins as having been printed and mailed to members.

A list prepared by the Boorum & Pease Co., New York, containing retail price recommendations applying to every item in the large line of blank books which this company manufactures, was reviewed and approved.

It will be remembered that a list of retail price recommendations applying to the Globe-Wernicke Co.'s Stationers' Supplies Catalogue, No. 609, was compiled by the commission last year. This company, having issued a new edition of this catalogue, No. 610 since the last convention, it became necessary to make a careful revision of the old list. This copy was prepared and forwarded to the Globe-Wernicke Company, and the proof sheets have been read and O. K'd, but I do not think that the list has yet been placed in circulation.

The popularity of the work of the commission has been very strongly evidenced by the large number of dealers who have adopted the price recommendation. Many of these dealers have published catalogues during the past year and have sent copies of them to the commission for review. Much time has been spent upon this work and much more could have been profitably used if we had had it at our disposal.

While a great many evenings have been devoted to the work of the commission, its character is such that a large portion of the clerical labor has had to be performed during business hours. This has involved an expenditure of time and personal supervision which has seriously interfered with the regular business pursuits of the members.

Copies of all correspondence having any important bearing upon the work in hand, have been sent to each of the members of the commission, to members of the executive committee, and to the chairman of the committee having jurisdiction of the item forming the subject matter thereof. An equal number of copies has been made of all bulletin copy and much time has been devoted to the reading of proof sheets. In addition, the chairman has been the recipient of letters from all sections of the country upon almost every known subject in any way remotely connected with Association work.

MEETINGS ATTENDED.

One of the duties assigned to the commission is that of enlisting the co-operation of the trade in a united effort to bring about a general adoption of the price recommendations. As legal restrictions pro-

hibit doing this by agreement, the commission has had to depend upon voluntary action resulting from a statement of facts indicating their necessity and a description of the advantages to accrue from their acceptance.

In this branch of the work it has been found that a personal appeal is the most effective. It assists to a clearer understanding of the situation and frequently influences favorable action where printed messages fail.

In response therefore to invitations, and with the approval of the other members of the commission, the chairman attended during the year, the following banquets, for each of which an address describing the work of the commission, was carefully prepared:

Pittsburgh Booksellers and Stationers Association, Pittsburgh, Pa., January 30, 1911.

Cleveland Booksellers and Stationers Association, of Cleveland, Ohio, March 18, 1911.

Stationers Board of Trade, New York, N. Y., March 25, 1911.

Philadelphia Stationers' Association of Philadelphia, Pa., March 25, 1911.

While these addresses were not the usual bright and vivacious talks filled with scintillating wit and humorous stories that are usually expected at banquets, they were received in every case with an attention that indicated on the part of the audiences, a deep interest in this organized effort of the National Association to assist its members in placing their business enterprises upon a profit-paying basis.

REPORT OF EXPENSES.

The Association at its last convention held in Baltimore, voted an appropriation of \$2,500 for the use of the National Catalogue Commission in carrying on its work during the present year.

In the absence of favorable action on the proposition to increase the annual dues, some doubt existed at the time as to the ability of the organization to successfully raise the necessary funds.

You will recall that when the report of the Budget Committee was submitted to the convention in Baltimore, a discussion followed in which it was very clearly shown that unless a material increase could be made in the membership, it would be impossible for the Association to pay this appropriation in full and at the same time meet the other items included in the committee's estimate of the year's expenses.

I realize that it is quite unusual for a committee to apologize for not having spent the full amount of its appropriation but feel it to be necessary in this case, as this doubt as to the Association's ability to meet its estimated financial obligations caused radical changes to be made in the plans which the commission had outlined for the year's work.

As previously stated in another portion of my report, the Association had unanimously voted to relieve the commission of a portion of its burden by distributing a part of the work among the ten permanent committees.

We realized from our own experience how difficult it would be for these committees to take up this work without previous experience and how necessary it was to its success to have the chairman of each and every one of them instructed in a way that would enlist his active interest.

To accomplish this it was designed to hold one or more meetings at some central point where the chairmen of these ten

permanent committees could meet with the commission in joint session; in the hope and with the very reasonable expectation that these ten chairmen could not only be personally instructed as to the correct processes to be used in the work, but at the same time, converted into ten active and enthusiastic agents for the spreading of the gospel of price revision.

It has been my experience that when you want men to do anything that is difficult of accomplishment you have to go out after them and use personal influence. Appeals through the mails fail to bring results.

While I believe that the plan if carried out would have given the work this year a tremendous impetus, we concluded that the solvency of the National Association at this critical period of its history, was of more importance than the work of the commission and in as much as the plan would have involved a large bill of expense for traveling, we concluded to hold it in abeyance until we could be assured by the secretary that the expected increase in membership was an accomplished fact.

Reports relative to this point during the early part of the year were not re-assuring and we therefore continued our policy of economy until it was too late in the season to hope for any adequate results.

MONEY EXPENDED BY COMMISSION.

The commission has expended of its appropriation, the total sum of \$813.16, divided among the various items of expense as follows:

Printing	\$428.50
Traveling expenses	201.50
Postage	73.57
Stenographic services	60.00
Express charges	32.24
Stationary	12.16
Telegrams	5.19

Total

Owing to the fact that bills to the amount of \$102.24 were not sent to the treasurer until last Thursday the 5th instant, his account may vary from this report to this extent.

As mentioned in my report of last year, we are indebted for the Unimatic loose leaf covers which are used to bind the commission's bulletins, to the Sieber & Trussell Manufacturing Company, St. Louis, now known as the Boorum & Pease Loose Leaf Book Company.

The Hampshire Paper Company, South Hadley Falls, Mass., has continued to furnish without charge, the Old Hampshire Bond paper upon which the bulletins have been printed this year.

RECAPITULATION.

Before concluding permit me to briefly review the situation. The commission's plan of price revision provides for a study in detail of each and every line of goods entering a stationer's stock with the view of correcting all the inadequate or erroneous prices now in circulation. Another important feature of the work is a review of new goods for the purpose of assisting manufacturers to properly adjust their price lists and discounts.

The commission's reports are published and mailed to members of this organization in the form of bulletins and are subsequently printed in the trade papers for the benefit of dealers at large.

Retailers throughout the country have acknowledged the value of these reports. They inform them as to the correct retail prices thus relieving them of the labor and



QUALITY-RELIABILITY

SERVICE

A combination that is bound to win and one of which we can truly boast, as attested by our more than fifty years of successful business and our thousands of satisfied customers.

Why not join the procession and enjoy that feeling of satisfaction which comes only from handling a line with a "Tatum" reputation, which means an absolute guarantee behind our entire product.

If you have never seen our **steel back Current Ledger** you have never seen a **perfect Ledger**. A full line of other Loose Leaf Devices equally as good, all fully described in our Loose Leaf Catalogue No. 27 E, which can be had for the asking.

If you are interested in our general Stationers' line write for a copy of our General Catalogue No. 29 E, red hot from the Press.

THE SAM'L C. TATUM CO.

Main Office and Factory
CINCINNATI, OHIO



New York Office
180 FULTON STREET

Makers of "The Line of True Merit"





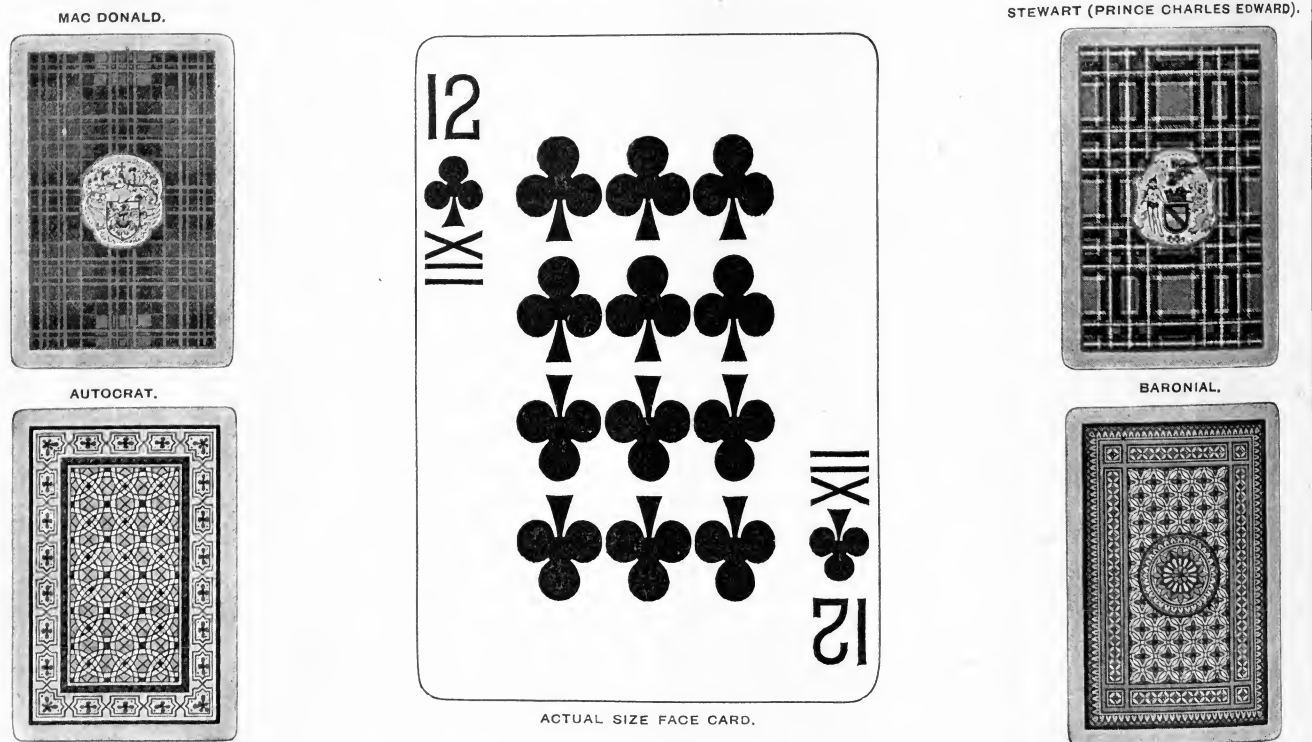
No. 1. BIJOU PLAYING CARDS,

GOLD EDGES.

WITH 11 and 12 SPOTS.

Patented, June 30, 1896.

IVORY OR AIR-CUSHION FINISH.



ACTUAL SIZE FACE CARD.

New BIJOU now ready—SIX CLAN TARTANS, Gordon, Murray, Campbell, Robertson, MacDonald, Stewart (Prince Charles Edward), and the two tapestries, Autocrat and Baronial.

U. S. Whist Size—a dainty card—designs in rich coloring and gold.

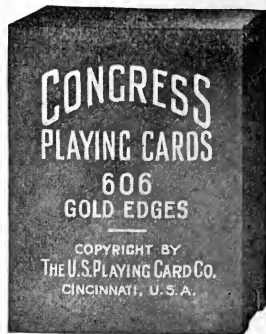
\$54.00 list per gross, \$4.50 list per dozen.

For those who desire conventional designs we recommend our No. 500. Five Hundred Playing Cards, with 11 and 12 spots.

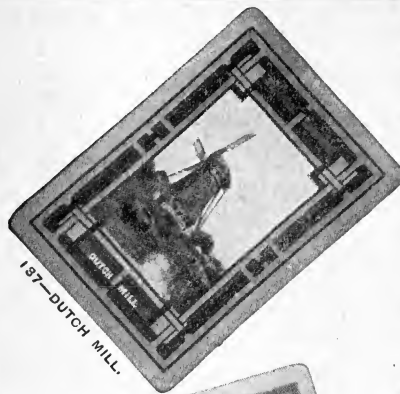
THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, U. S. A.



132—GRACE.



Look for the name "Congress" on every box.



137—DUTCH MILL.



133—SUNRISE.

CONGRESS Playing Cards, Gold Edges.

Season 1911-1912.

Air-Cushion or Ivory Finish.

The reduced size cuts on this page show twelve new designs now ready.

These one-color cuts can do no more, however, than show the subjects—they cannot show the beauty in design and coloring.

If you handle Playing Cards and have never handled Congress, let us send you one of our folders showing actual cards of all designs in Congress—including the twelve new.

If you are a handler of Congress cards, let us send you a Congress folder so that you can make up your order of designs of your own selection—you will want the twelve new and others you may not have had in previous shipments.

Also makers of Bicycle Cards.

The U. S. Playing Card Co.,
Cincinnati, U. S. A.

Copyright, 1911. by The U. S. Playing Card Co., Cincinnati, U.S.A.



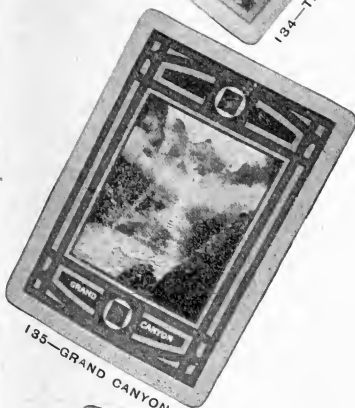
138—MARION.



134—THE HONEY MOON.



139—THE SILVERY MOON.



135—GRAND CANYON



140—VIRGINIA.



136—ANNETTE.



143—MOTHER'S LOVE.



142—GEE.



141—YES OR NO.

Seventh Convention Stationers and Manufacturers

perplexity of figuring them for themselves. dealers have confidence in them for the reason that they recognize that they have been carefully figured by a competent committee and that they will be generally used by their competitors.

The *jobbers* are being benefited in a way which will be more pronounced as the work progresses. We are gradually preparing a market in which a fairly uniform system of profit-yielding prices is creating a growing class of satisfied retail dealers with improved credits and an increased ability to purchase.

The *manufacturers* have been among the first to recognize the great value of this work. They have shown an interest in it and an inclination to assist in its progress from the moment it was first suggested. They appreciate that dealers invariably take a greater interest in goods that can be sold at a profit.

Many of the prices recommended by this commission have been criticised as being too low. To this I can only reply that all prices made to date have been sent out as "Minimum Price Recommendations" and that dealers are privileged to advance them to any figures that seem reasonable to them or that their cost of doing business may dictate. They should keep in mind, however, that abnormal profits cannot be made upon goods so staple as those handled by stationers and that prices figured upon such a basis should very justly lay this organization open to a strong suspicion of trying to arbitrarily advance values by the force of combination. Furthermore, in the event of the commission recommending such prices, many dealers would not consent to adopt them and price conditions would continue to remain as unstable as before.

An opinion seems to have gained circulation to the effect that the recommendations of this commission are intended to serve not only as retail prices but as net prices under any and all circumstances. This is an error. Every stationer has customers upon his books whose ability to purchase in wholesale quantities entitled them to the privilege of wholesale prices. Any dealer who attempted to handle this class of trade at net retail prices would lose the business; and any local association that tried to encourage such a policy would drive the custom of this class of purchasers from its city. Bear in mind, however, that I am not referring to those so-called "preferred retail customers" whose purchases for a variety of insufficient reasons are billed by some stationers at small discounts from the standard retail price.

ONE WAY OF ENDING COMMISSION PRICES.

Some of the catalogue houses have called the commission's attention to an offer which is made by certain of their competitors to prepay freights on orders of certain stipulated amounts, thus in effect granting a small discount from the recommended prices.

I can state with positive assurance that this offer of prepayment of freight charges has not been made by the houses complained of with any idea of committing an evasion of the price recommendations. The offer was in effect before these houses adopted the revised prices in their catalogues.

I think, however, that unless these offers are voluntarily withdrawn, competitors should feel privileged to make similar offers or to substitute therefore, equivalent discounts. This is a matter that has come several times before the commission but which has not yet been definitely adjusted.

The question of the cash discount is a specter which is constantly hovering over the cashier's and credit man's offices, and it would doubtless prove a great boon to the trade to have it definitely settled. It is my opinion that it can only be settled to the satisfaction of the customer by granting a small discount for cash payment on or before the 10th day of the month following date of purchase.

The commission has frequently been reminded by members that certain dealers in their territories, have refrained from adopting the commission's price recommendations and are still distributing price-lists of catalogues containing cut prices. Reprisals have been suggested and in some cases the commission has been requested to approach the manufacturers with a view to inducing the latter to either force the dealers complained of to maintain prices upon such manufacturer's goods, or to decline to sell them.

CUT PRICE REPRISALS WIPE OUT PROGRESS.

Reprisals, which in this connection I construe to mean meeting the cut prices and making a few new ones, are to be strongly deprecated; for a movement in this direction will gain impetus as it progresses, and quickly wipe out all progress made to date.

It is better to suffer the loss of a small amount of business than to sacrifice the profits upon the entire volume.

Regarding the second alternative, I would state that under the law no manufacturer has complete control of his product to the extent of dictating fixed selling prices and enforcing such prices unless the product is a patented article and protected by the provisions of the United States Patent Laws. To suggest a price is as far as he can go.

The commission has nothing to add to the recommendations made a year ago. These provided for a proper distribution of the work, which doubtless would have produced the expected results during the year, had the commission felt free to pursue a more liberal financial policy.

In conclusion, we must admit, that the effort being made through this commission to standardize profit yielding retail prices has by no means reached a point where it can be said to be crowned with complete success and it is for this convention to determine whether the progress made to date is sufficiently encouraging to warrant the Association in proceeding with the work.

If the work is worth while, it should be worth paying for, which means an increase in annual dues, and if not worth paying for, the organization should hesitate to continue to request any committee or any number of its committees, to devote to it, valuable time and labor that can be profitably employed in other ways.

Printing of Stamped Envelopes.

The report of the Committee on Printing Stamped Envelopes was next in order.

As your representative to the Joint Committee on the Printing of Stamped Envelopes by the United States Government I present herewith a final report: It will be recalled that I reported at the Baltimore Convention, the success of our effort to pass the Tou Velle bill which, as you will remember, went through the House by a vote of 192 to 27. The object of this bill, as you know, was to prevent the Post Office Department or its agents from printing or having printed; or, selling or offering to sell, any envelopes with corner card giving name or direction; but it would not

apply to those envelopes printed with blank lines on which name or direction might be written.

Early in January of this year the Committee approached the Senate Committee on Post Office and Post Roads in an effort to have it take up our bill called the Nelson bill in the Senate for consideration, but notwithstanding that the most conservative believed that this bill always had a majority of the Committee with it, and anywhere from 50 to 60 Senators, the bill was not reported and Congress adjourned without the bill even having been considered.

The opposition of the department supported by two or three influential members in the committee, the lack of courage on the part of others, and the indifference of a few more was too much to overcome.

None of those of the committee who were opposed would openly state their opposition but they contrived to arrange matters so that the bill was never voted upon.

The contract for furnishing and printing envelopes for the Post Office Department has again been awarded to the same concern who have had it for the past four years, but at a lower price and so it would seem that we will have no change in this respect for some time to come.

I made but one trip to Washington at the expense of the association, at which time Mr. Falconer and Mr. Bailey were also present doing what they could in the interest of the bill.

Out of the appropriation of \$200 made at the Sixth Annual Convention I expended \$29.63, leaving a balance of \$170.35.

Respectfully submitted,

THEO. L. C. GERRY,

Committee on Printed Government Envelopes.

Report of Executive Committee.

Your committee desires to state that it has discharged its duties since the convention of 1910 almost entirely through correspondence which has passed between the president, secretary and the members of the committee, and nothing has transpired during the course of the year which requires any special comment at this time.

One meeting of the committee was held on October 9, 1911, prior to the assembling of this convention, and the secretary reported the following delinquents who have not paid dues for the current year, and, as directed by section 5 of article iv. of the bylaws, your committee passed a resolution dropping the same from the roll of membership. In this connection we desire to state that any of these former members can be reinstated by a vote of the Board of Control upon the payment of all arrears.

List of Delinquents.

Adams & Hooker Printing Co., 523 N. Eutaw street, Baltimore, Md.; Allsop & Chapple, Little Rock, Ark.; Armstrong News & Stationery Co., 419 Main street, Cincinnati, Ohio; W. Stewart Brown, 238 Broadway, Baltimore, Md.; Sam Cahn 518 Market street, Shreveport, La.; City Book Store, Lima, Ohio; H. D. Corbett Hilo, Hawaii; Ray L. Evans, Bland street, Bluefield, W. Va.; Louis Fink, 74 Duane street, New York; Hackney & Moale, Asheville, N. C.; William Hampton, 132 E. Ohio street, In-

Are You Contented as You Are?

Are Low Quality Goods, which you have to push by yourself, alone, good enough? Or would you prefer to be associated with the highest class article on the market—the one that is strongly advertised by the manufacturer?

If the latter is your choice, then you should certainly sell

TRADE
MULTIKOPY
 MARK
Carbon Paper

It is the leader for quality, for aggressiveness in making quicker sales. Our national advertising is making itself felt mightily. You can't keep MultiKopy on your shelves. Display it, and it's as good as sold. It IS sold. We refer all inquiries to our dealers.

Star
 Brand



Typewriter
 Ribbons

make 75,000 impressions of the letters "a" and "e" without clogging the type so as to show on paper. For all machines.

Write us today for prices and information about our selling plans.

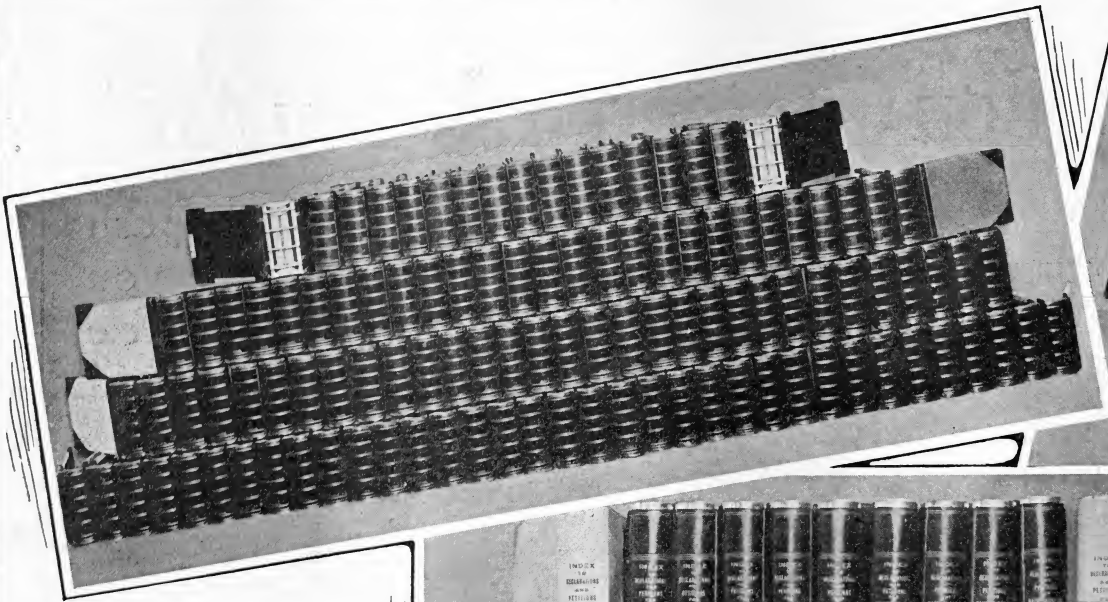
F. S. WEBSTER COMPANY, 362 Congress St., Boston, Mass.

SALES OFFICES:

New York, 398 Broadway
 Pittsburg, 432 Diamond St.
 Vienna, Adlergasse, 16

Chicago, 211 West Madison St.
 London, 67 King William St.
 Berlin, Friedrichstr., 60

Philadelphia, 908 Walnut St.
 Paris, Rue Saulnier, 10
 Budapest, V-Alkotmany, u. 19



One hundred and ten DeLuxe Steel Back Ledger Binders recently made for the Detroit City Gas Co. to replace the same number of aluminum casting back binders.



Ninety-six large Steel Back Ledger made for the State Control, Toppa, various States.

Twenty-five Public Record Loose Leaf Indexes in DeLuxe Steel Back Binders, made for the Division of Naturalization in the Department of Commerce and Labor, Washington, D. C., for use in twenty-five of the largest cities in the country. This order has been duplicated four times.

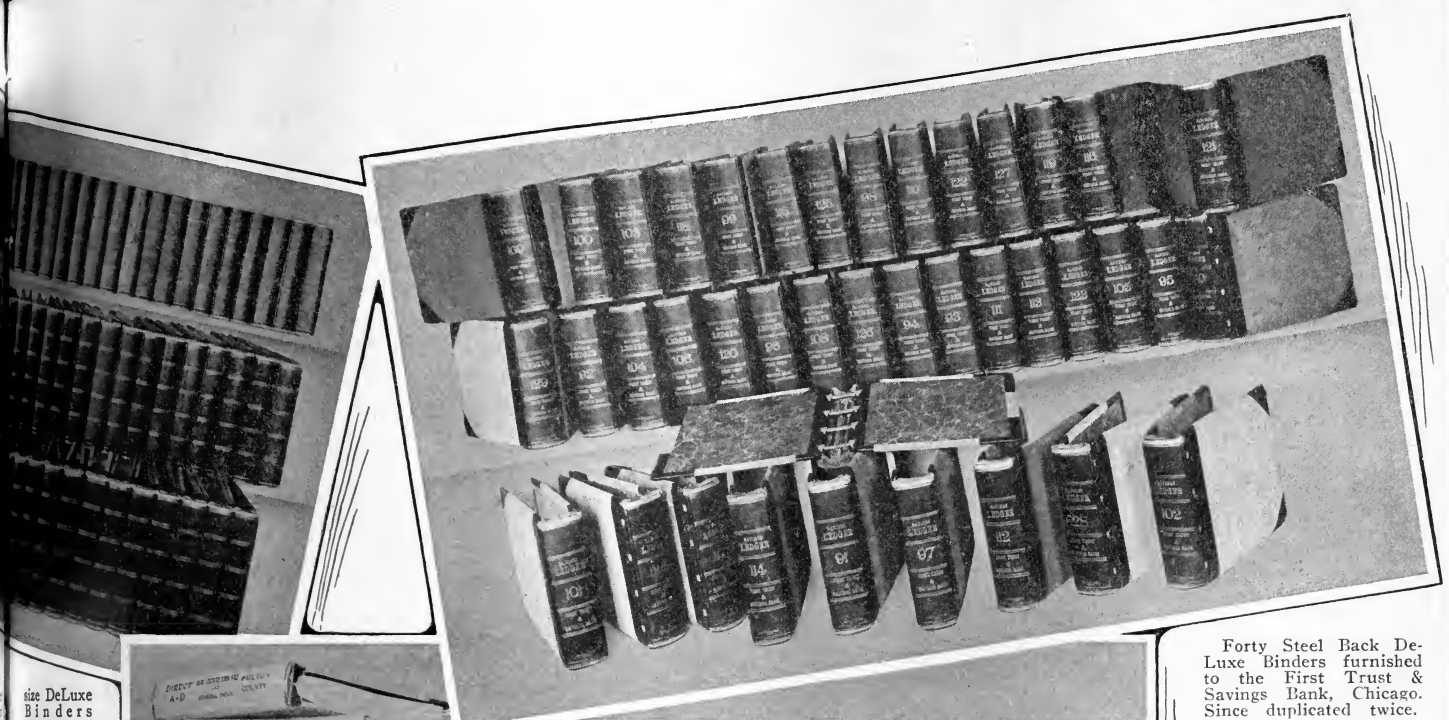
We know you will be interested in the above illustrations of a few large orders for DeLuxe Steel Back Binders and Public Record Loose Leaf Indexes which have been placed in the last year by our dealers.

We are particularly proud of these sales, because in every case the original order has since been duplicated—in one or two cases several times.

The DeLuxe Steel Back Binder

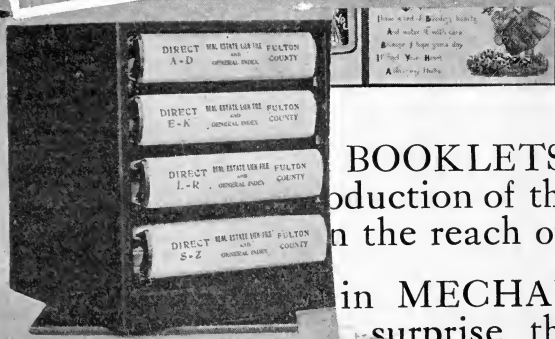
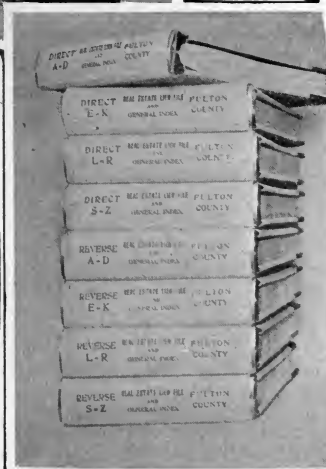
Dealers all over the world are discovering that buyers readily appreciate the splendid features of the DeLuxe Binder. It has **talking points** which stand out and form a conclusive argument for its adoption. The light, compact, and unbreakable steel case, the perfect mechanism, the secure riveting, the perfect adhesion of the binding materials to the metal—who ever heard of the leather coming loose from a DeLuxe Metal—the handsome book like lines, the new curved hinge, the splendid cushioning, binding and finishing are points of superiority are as apparent to the layman as to the expert. Our new DeLuxe Flat Opening Leaves and Pubreco Fibreloid Indexes, combined with the DeLuxe Binder, make the most convenient and satisfactory self indexing loose leaf ledger ever offered.

C. S. & R. B. Co., Inc., Chicago



Forty Steel Back DeLuxe Binders furnished to the First Trust & Savings Bank, Chicago. Since duplicated twice.

size DeLuxe Binders Board of Kansas, for institutions.



How a set of DeLuxe binders will make a binder of paper good day 100% Year Round A Binding Habit

BOOKLETS are the most production of the Tuck house. in the reach of all.

in MECHANICAL VAL-surprise the young and



These are all large orders, ranging from \$500 to \$1,100, and were placed in direct competition with other goods. When you know the conditions under which these sales were made, there can be no doubt in your mind that the merit of the goods was the all important factor which decided the buyers in favor of our binders and indexes.

Public Record Loose Leaf Index

This splendid system of indexing has proved its worth in a convincing way in the past two years. It has quickly gained the recognition of public officials as a perfect method of indexing the instruments of national, state, county and city offices, and has been installed in the largest public offices in the country. It is without doubt the only satisfactory loose leaf index on the market, and has completely overcome the faults of the old bound book systems, affording a continuous, efficient compact, economical and durable index which, when once installed, brings forth the unbounded approval of both the officials and the public. Public Record Indexes are gradually finding their way into business offices for alphabetical indexing of various kinds, and are daily proving their superiority over bound indexes and card indexes in any indexing of continuous nature. The time is ripe to interest your county in a new index for 1912. Write us for descriptive literature.

Makers of the DeLuxe Line

Seventh Convention Stationers and Manufacturers

dianapolis, Ind.; Hipple Printing Co., Pierre, S. Dak.; John W. Kennedy Co., 15 S. Gay street, Baltimore, Md.; Klopp-Bartlett Co., Omaha, Neb.; W. E. Milligan, San Antonio, Tex.; Pembroke Stationery Co., Salt Lake City, Utah; The Porte Co., Fargo, N. Dak.; W. F. Smith, 306 Piper Building, Baltimore, Md.; Stott Stationery Co., South Omaha, Neb.; Stuart Bros., 412 Market street, Philadelphia, Pa.; Teetshorn Co., Houston, Tex.; U. S. Engraving Co., 23 No. Howard street, Baltimore, Md.

Respectfully submitted,
CHARLES E. FALCONER, President.
MORTIMER W. BYERS, Secretary.

Committee on Standardization.

Your committee to which has been submitted the inquiries, recommendations and suggestions relative to the subject of Standardizing begs leave to submit the following report: First, that the following questions have been submitted to the five hundred members of the association:

"What particular item in your opinion should be Standardized at this time?" (Please give reasons in answering this question.)

"Do you desire a permanent bureau of Standardization created to take this subject in hand?"

"Have you tried to..."

...are appalled with the magnitude or the impossibility of the project, or have been too little interested to reply and have consigned the inquiries to the safe repositories of the waste basket. There is no doubt but what this can be made a great source of profit both in time and money to the association. Surely every manufacturer and dealer is aware that no engineer of efficiency would sanction the great loss engendered by a want of Standards. But established practices of long standing cannot be hurriedly overthrown, even though they are based upon nothing logical or consistent.

MUST AROUSE MORE INTEREST.

The clean cut suggestions of our committee of 1910 have, according to the returns, received so little attention that the one of the present year hesitates to make specific recommendations. There is no doubt in the minds of manufacturers of filing cabinets, blank books, loose leaf goods of all kinds, that senseless shapes, grades and colors and other complications when taken together, express a tremendous waste in the industry and are responsible for a large part of the existing demoralization in prices, and dead stock on the shelves of the merchant, if not in the storeroom of the manufacturer. This condition undoubtedly at inventory time has a very

serious effect upon the profits of the business.

It is the opinion of your committee that every change contemplated by manufacturers should be carefully considered upon its merits, and also how it will effect the manufacturer and the merchant, so that the desired change may be brought about carefully and with the least possible harm to all.

If the association should become interested in this subject along the lines suggested, it will necessarily imply a campaign of careful research and persistent education. Your committee therefore recommends that this convention take definite action regarding the establishment of a bureau of Standardization.

Respectfully submitted,

R. B. SANDERS, Chairman,

L. G. WETMORE,

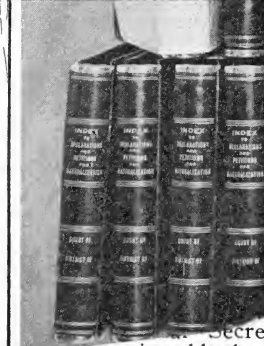
AMEDEE PETING,

Committee on Standardization.

Rubber Stamp Goods.

At the request of the National Catalog Commission, we have undertaken to prepare a schedule of proposed retail prices on all the articles which come within the jurisdiction of this committee.

This task has been a considerable one, and has engaged our attention to the ex-



greatly aided by international Stamp Commission, and we desire to reduce our indebtedness.

are ready for the National Catalog Commission, as has been impossible in the year. You are aided by the Catalog Commission.

other routine work is this to say:

The Secretary submitted the usual question blank to the members of our association on behalf of this committee. Many replies were received and practically all indicated a satisfactory condition existing in their Rubber Stamp Department. They report increasing sales and reasonable profits. A few complaints that manufacturers were selling direct at bargain price were made, but they did not average five per cent. on the answers received.

MONEY IN RUBBER STAMP DEPARTMENT.

Your committee believe that if closer attention were given to the Rubber Stamp Department that it will yield a generous gross profit on a very small investment. While the sales are small, the opportunity offered for making steady patrons out of transient customers, are great. Show the customer you are anxious to please him on the sale of a single line stamp, and he will often remember you when he has a larger purchase to make.

In the City of St. Louis the friendly feeling has always existed between the rubber stamp manufacturers and stationers, while we compete keenly for business, it rarely happens that the manufacturer quotes prices so low that he cannot allow the stationer a little profit if he procures the order. The stationers reciprocate, by giving the manufacturer a generous amount of his catalog space, thereby increasing the demand for the goods in fields which would probably never be reached by the manu-

facturer. Both parties profit by working together in this manner, and the prices are upheld by all as far as possible.

Respectfully submitted,

WM. J. KENNEDY,

Chairman.

Committee on Rubber Stamp Goods.

Wednesday's Proceedings.

The morning after the night before proved too much for many of the delegates, so that when the third session of the convention was called to order on Wednesday morning the attendance had dwindled down considerably. The morning session was taken up for the most part with the reports of the many permanent committees. The discussions were short and routine. Just before luncheon the delegates started a lively argument over the place to hold the next convention. DuMonte A. Whiting, chairman of the convention committee asked for suggestions and they poured in so fast that the president was forced to rap for order. Telegrams were read from delegates and officials representing Atlantic City, Chicago, St. Louis, Denver, Springfield, Mass., and a score of other places. Every city with the exception of Denver and Springfield were eliminated so it was between the East and the West

THE NAME OF OMAHA PRESENTED.

Just as the arguments reached a climax and the East and West were throwing hot shot at each other, F. I. Ellick, of Omaha, Neb., who was sitting in one corner of the hall stood and asked for permission to express his views. Mr. Ellick said that he represented the Omaha Printing Company and other interests in the Western city and he earnestly pleaded to have the next National Convention held in Omaha. "We need your support out West," he said. "The West has great possibilities and must be opened and Omaha is the city. When a delegate attends a convention in the East he is usually sightseeing most of the time and has little time to spend at the sessions of the convention. In Omaha we have little to 'sightsee,' but plenty of business men with whom you can co-operate. We want you," he retorted.

Report of Convention Committee.

The report of the Convention Committee follows:

Your Convention Committee beg to report that they have received invitations for the convention of 1912 from Springfield, Mass.

Denver, Col.

Omaha, Neb.

the original invitations being attached to and made a part of this report.

(Continued on Page 64.)

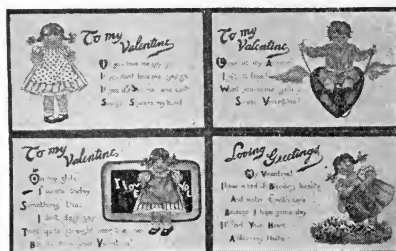
TUCK'S VALENTINES

This season's line is unusually large and shows an infinite variety of styles ranging from the lowest prices to the finest grades.



A large assortment of VALENTINE NOVELTIES with much charm of style and beauty of design.

THE VALENTINE POST CARDS are legion in number. Each one new and expressive of the season's sentiment in a light and playful mood.



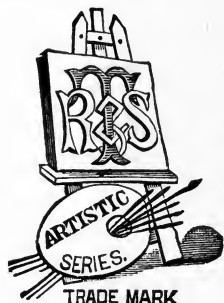
The FOLDERS and BOOKLETS are the most artistic Valentine production of the Tuck house. The prices are within the reach of all.

Innumerable styles in MECHANICAL VALENTINES, Etc., to surprise the young and please the grown-up.



It is impossible to give here an adequate description of the special features of

TUCK'S



VALENTINES

Please Send for a Descriptive Price List

Raphael Tuck & Sons Company, Limited

122-124 FIFTH AVENUE, NEW YORK

LONDON

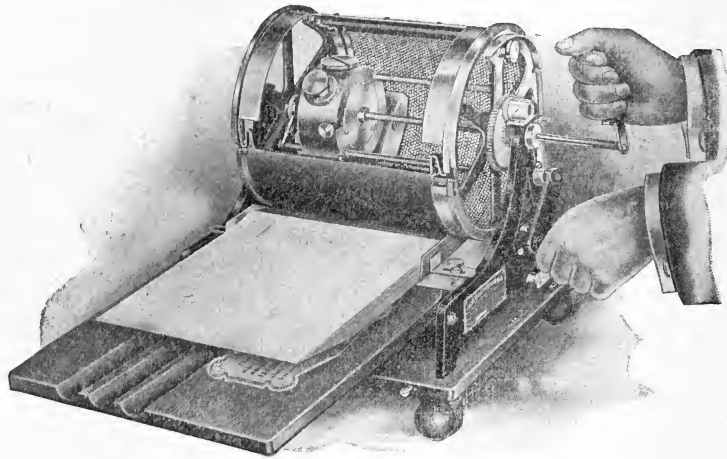
PARIS

BERLIN

CAPETOWN

MONTREAL

The biggest and most momentous agency proposition



THE EDISON MIMEOGRAPH—STENCIL PROCESS.

The Mimeograph—

The recognized "Standard" duplicating machine of the world. On the market for a quarter of a century. Different styles, sizes and prices. Reduplicate anything handwritten or typewritten. Process simple, quick and easy—any office help can operate them. Work produced as good as the original writing. You print as many copies as you want and in privacy—no waste or delays. Work can also be printed in different colors. Specially adapted for printing circular letters, notices, instructions, bulletins, price lists—anything where a few or many copies are wanted.

The Planotype—

A duplicator printing from metal type through a ribbon producing actual typewriter work. On a Planotype a whole letter or form is printed with one operation while with a typewriter only one character at a time is printed. A Planotype ribbon covers the width of a letter. It has a special feature that prevents the bruising and breaking of type and the cutting-up of ribbons, as also to produce even work for all lengths of lines. The setting of type and distributing it is as simple as handling children's blocks. Printers' display type and zinc etchings can be used. It has other leading and important features.

Circular Folders—

These Folders are made strictly for office use. They are small in size, strongly built, simple in construction, easily and quickly adjusted and can be operated by any office help. They do the work perfectly. They feed papers automatically. They fold all sizes commonly used in all offices ready for insertion into the common small and large envelopes. They fold from five to eight times faster than persons can fold by hand. They solve the hand folding problem and reduce the cost very materially.

Pencil Sharpeners—

The Planetary Pencil Pointer works on a novel and original mechanical principle. It does the work quickly and perfectly—no breaking of points and saves lead. It points, equally well, lead pencils, slate pencils, crayons and watchmakers' wood pegs. It is listed in dozens of catalogs and its sales show it is the leader and best seller. Schools are the largest users. Selling cost to agents is inexpensive.

Four standard necessary
at our expense and all ex
successfully introduced as
best materials obtainable



THE PLANOTYPE—TYPE RIBBON DUPLICATOR.

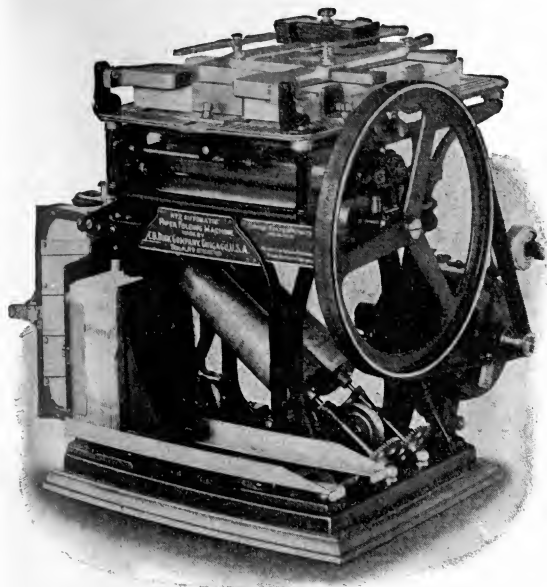
The demand is great enough, and sales now are large enough, in many cities and sections, to establish a profitable exclusive specialty concern by themselves. Added to an established business of other specialties and stationery, it means a new era for such house, a greatly increased total volume.

For full descriptive catalogs, illustrations and prices, and agency terms, write the makers

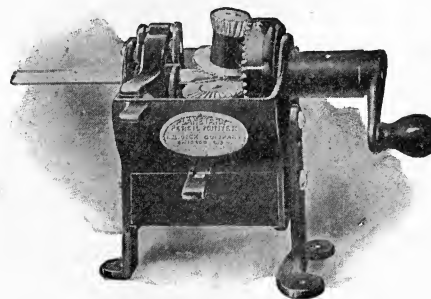
in office devices ever offered the stationery trade

office devices of original mechanical principles. Developed after years of experimenting done before being introduced. Devices already on the market. All pioneer work has been accomplished. Made from the best materials and by the best mechanics procurable. Devices for which the demand is constantly on the increase. One or more of these devices are necessary in every concern. Time, labor

and money savers. Some territory still open. Some one will represent us. Will it be you?



AUTOMATIC CIRCULAR FOLDERS.



PLANETARY PENCIL POINTER.

NEVER TOO LATE TO START THIS IS A GOOD TIME

Made only by

A. B. Dick Company

Chicago and
New York

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3 60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone 4603 Beekman Cable Address Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.
London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Kiger & Roby, Marietta, Ohio, in renewing their subscriptions write: "Here's our check for one more year. Can't do business without the 'Stationer.' Have found a single copy worth the price of a year's subscription many times. More power to ye."

THE NATIONAL

THE STATIONER extends its heartiest congratulations to the members of the National Association of Stationers and Manufacturers on the success which attended their seventh annual convention, held at Buffalo this week. The record of the proceedings, as printed in this week's STATIONER, should act as an inspiration to all members of the trade to do their utmost to co-operate with the National body in its efforts to improve conditions in the trade. Those who have not already enlisted in this great work will, we hope, be influenced by the high and valuable character of the reports to join the organization at once, thus bringing the day of final accomplishment of the reforms so much nearer, as all that is needed to stamp the whole programme with the word *success* is the co-operation of the whole trade. With even a bare majority of stationers enrolled, conditions could be improved a hundredfold. As new members must be ob-

tained to share the expense, we can suggest no better way of securing them than by putting a copy of this number of the STATIONER in the hands of every stationer in the country. If the record of the Buffalo convention will not inspire them to enlist in their own behalf, then their case is hopeless!

To the new officers of the Association we also extend our congratulations, and we bespeak for them the hearty support of the trade. The retiring officials can well be proud of their records, and we have every reason to believe that the new men will measure up to the high standard set for them by their distinguished predecessors.

OUR ADVERTISERS

We commend to the attention of the trade the interesting announcements of our advertisers in this issue. In them will be found about everything that goes into the stock of a stationery store, all branches of the trade included. These announcements, coming at this time, should be carefully gone over with a view to securing some of the new goods therein advertised. By attending to this matter at once stationers will benefit by having comparatively unbroken lots of holiday specials to select from. The advantage of a close scrutiny of all the advertising pages in this issue will surely appeal to progressive stationers who are anxious to supply their customers with the newest things the market affords.

In calling the attention of the trade to the advertisements we are but reinforcing the advice given the members and delegates at the convention held in Buffalo this week. As will be seen by the reports of the proceedings, a number of the speakers urged the members of the National Association to read their trade papers, advertisements and all; and when finished with them they should pass them along to their clerks, so that they might become more proficient by the knowledge acquired by keeping in touch with the development of the trade, its new goods and new requirements.

No less an authority than Charles E. Falconer, the retiring President of the Association, gave this advice.

Begin with this issue and read every advertisement. You will be surprised at the variety of goods that you have heretofore neglected. Join the ranks of the progressive, or you will soon find yourself out of touch with this new age.

PROSPERITY

One member of the trade whose opinion on the business outlook is omitted from the regular section devoted to that subject is THE AMERICAN STATIONER. After reading what the prominent manufacturers and dealers said about trade conditions we made a hasty calculation of our own business, and as a result the publishers of the STATIONER indorse the popular verdict that business is good and that the outlook is satisfactory.

The makers and handlers of stationery articles speak from the pages of their sales books when they say that present conditions are all right and that the outlook is most promising. In our case we speak from the pages of this CONVENTION NUMBER of THE STATIONER, which, by the way, tells its own story of prosperity, for it contains more advertising than any one of its predecessors. So, we too are optimistic. And it should be added that the prosperity of the trade is our prosperity.

THE OUTLOOK

From the expressions of opinion printed elsewhere in this issue, it is perfectly clear that the stationery trade is in no way affected by the Wall Street cry of "poor business." This cry, as is well understood, is one of resentment against the administration for its anti-trust policy, and has been raised in the hope of influencing both the political conventions next summer, and also the elections next fall. As has been before stated, the present ultra-conservative spirit that pervades commercial affairs is due to the fact that the politicians have opened the presidential campaign one year ahead of time, and are now stewing the prettiest kettle of fish in the way of issues that has afflicted the country in many a year. So badly mixed is the situation that no man is of the same political opinion he was four years ago, being now either an Insurgent, a Progressive, a Big Business Advocate, or a State Socialist. The old party names are no longer sufficient to classify the voters.

If business men could get rid of the politicians the volume of trade this fall and winter would probably surpass any like period that we have ever had. All conditions are now ripe for a return to the healthy days of 1907 before the Bankers' Panic throttled confidence and paralyzed credit. In the five years (this

month) that have intervened the country has prospered and confidence has long ago been fully restored. And in this fact lies the irony of the matter; the activity of the politicians being able to nullify in large measure the results of big crops and returned confidence.

Business men today say that conditions were never better, but that the disturbance caused by the politicians is so great that everybody is going slowly and conservatively, and are holding on to

body understands the situation and knows that people are simply holding back their cash out of a spirit of cautiousness bred of their experience in 1907.

As to the volume of business being done, it is safe to say that about a normal amount is transacted which ought to be satisfactory to all concerned, but which is not satisfactory for the reason that all business men want to surpass their previous efforts and in the absence of this increment they are disappointed.

Geo. E. Damon & Co.'s New Store.

As announced in these columns several weeks ago, the firm of Geo. E. Damon & Co., of Boston, Mass., moved into larger quarters, and for the first time we are enabled to present in the accompanying photos an idea of the appearance of this modern stationery store. While the photos show the arrangement of the front and interior, they do not do justice to the convenience with which the stock can be handled and the extensiveness of the interior. No artificial lighting is required



INTERIOR VIEW OF NEW STORE OF GEORGE E. DAMON & CO., OF BOSTON, MASS.

their money tightly. The result of this careful procedure is to restrict the circulation of money. In other words, people are taking all the time the law allows before paying their bills, and this leads to the disclosure of the only really bad feature of the present commercial situation, and that is *poor collections*. But while all hands will admit that collections are slow, there isn't anybody who will say the sign is a bad one and indicative of trouble to come. On the contrary there is not the least lack of confidence in the ability of every merchant to meet his obligations. Every-

Sales as a rule are up to the average, but considering the natural growth of the country they should be much greater.

Furniture papers are devoting considerable space to editorial warnings to furniture dealers, urging them not to let the office furniture business get away from them. With the furniture and office equipment dealers going after this business the stationer cannot be too alert in keeping this end of his business strictly to the mark.

W. N. Finlay, bookseller and stationer, Brandon, Man., in all his advertisements has "We offer 'the freedom of the store' to all book lovers."

during the day, it being as bright as outdoors. In the extreme rear is located one of the largest circulating libraries to be found in this section, while the executive offices, the manufacturing branch and shipping department are also located in the same part of the store. With its bright light the arrangement of the store is such that everything can be observed from the offices.

A new line for stationers to handle or to solicit orders for, especially in manufacturing and shipping centers, is stencil and oil boards for stamping barrels and boxes. A little initiative should bring business your way.

Seventh Convention Stationers and Manufacturers

The claims of the several locations have been carefully considered, and the various arguments given due consideration.

Owing to the fact that the chairman is the only member of this committee in attendance at this convention, we have decided to refer the question to the convention for its action, leaving it for the majority to decide.

Respectfully submitted,
 DuMONTE A. WHITING,
 Chairman,
 Convention Committee.

Omaha was the unanimous vote of the Association and cheer upon cheer followed from the East and West alike. Mr. Ellick was congratulated on all sides. Telegrams were sent to the city officials at Omaha and replies were received during the afternoon-sessions welcoming the delegates to the Western city.

After the reports of a few minor committees were heard the report on Blank Books was read.

Report on Blank Books.

Your committee greatly appreciates the honor conferred, and realizing the necessity, if possible, of making a report with recommendations that would be beneficial to the trade, have met on several occasions as a committee, and have individually between these meetings kept in touch with the subject and each other, to get some tangible facts which would be of interest and value to this convention.

In reading over the reports made at previous conventions of your former most able Committees on Blank Books, it seems that the subject has been pretty thoroughly covered on all points, so that there is not much left that could be gotten together that

would be of interest in the way of positive recommendations.

It will no doubt be acknowledged a fact, that the item of blank books covers a wide range of goods from the smallest pass book to the largest full bound ledger, and in the make-up of the stock of a stationer or manufacturer this item covers a larger percentage of investment than any other line.

HOW TO AVOID SHOPWORN STOCK.

In the judgment of this committee it has been deemed advisable to include and emphasize in our recommendations some points covered by former reports for the benefit of the members. On account of the bindings of books, in many cases being made up more or less of leather, which deteriorates with age, and is susceptible to shelf ware, books should be kept away from excessive heat, and before placing on the shelf they should be wrapped and the date of manufacture or purchase marked on the wrapper of each book, so that the old stock could be sold first. This can be indicated by a number; for instance, 1911 would show that the book was placed on the shelf October, 1911; or a series of numbers to answer this purchase. This, of course, would more particularly apply to the larger books, and would cut down the percentage of shopworn books, and insure at all times a marketable stock.

DESIGNATE BOOKS BY A CODE.

It is recommended that where a stationer carries a line of blank books, to have a system or code made up so as to cover the description whereby the books marketed could be given a designated number or character, so that if a customer wishes to re-order he could do so without giving a description, only mentioning the number on the label of the book; for instance, the first number or character could represent the

number of pages in the book; the second the size of the book; the third the binding, and the fourth any special information, so that when the full number is given the exact book could be instantly located. As the manufacturers of blank books for the trade generally number their books, this system could be used in their place, or used only for goods manufactured by the party concerned.

The manufacturers of blank books, we believe, will in the future also cover the manufacture of loose leaf goods, as it is really included with the blank book line; only one is permanently bound up and the other is temporarily bound up as loose leaves. The matter of loose leaf goods having been taken up by another committee, of course this committee will not go into detail, but suggests, in all loose leaf systems, where they represent the full accounting of any firm or corporation, there should be a bound book or a series of bound books to collect the data for safety and examination.

We would recommend that copying books be kept in stock in 500 or 1,000-page thicknesses in the different bindings. For general usefulness and durability the canvas binding is recommended.

It might be of interest to the convention to learn the result of the canvas made by your committee among the trade regarding blank books. Out of the forty-one replies received, more than half of them suggest that the most important subject for your committee's investigation and recommendation to the National Convention is standardization. Almost all favor hundreds in-

THE
EXCELSIOR
 DIARY For
 The Pocket

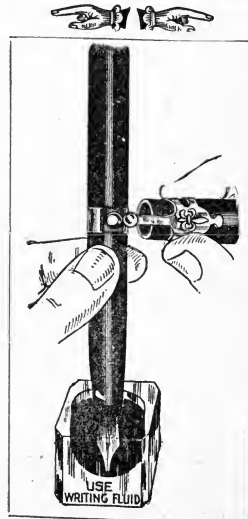


What We Say About It

It's a most simple Self-Filler—nothing to get out of order—no projections on outside of Holder, and the pressure bar inside is so fixed it cannot shift. The Clip is used in filling the pen as well as holding it in the pocket—18 kt. name plate for engraving initials on.

Retail, \$1.00. Trade price, \$7.20 doz.

DURYEA COMPANY
 106-108 Fulton Street, New York



What a Dealer has to Say

Berkeley, Cal., Sept. 15, 1911.

Duryea Company.

Gentlemen:

I am sending you, under separate cover, ¼ dozen self-filling pens of the lot recently received from you. I have sold 120 pens out of the gross, and these three are the *only* ones returned, and *only one* of these three was really faulty—the other two were dropped or sat upon. However, I exchanged them. Kindly put in order and return with the *new order*; if too late to enclose send by mail and oblige

Yours very respectfully,

(Signed) R. L. REID.

YOU

May already know that "Typo-Boston" means something. We admit your intelligence as shown by a pile of Christmas orders six inches thick which we are preparing for shipment. We have never said we were the only people worth while to buy from. As we have said we admit your intelligence. We shall continue to take orders for Christmas goods including our beautiful boxes until December.

We strive to be original, our Easter and Valentine lines though not large are good and salable. Valentine *Surprise Letters* are of *Typo* origin. We think you will catch that without our shouting it; as we have said, you have intelligence. Does a Beauty have to shout her charms from the house-tops?

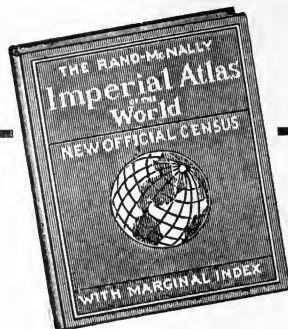
Birthday things, tallies, place cards, post cards, pictures, the kind you send us mail orders for. Birth Cards, Party Cards, Invitations, and more. Five Typo business-getters carry the Typo trunk, but we are just sociable enough to like to get letters from you. You owe us a letter now.

AMERICAN TYPOGRAPHIC CO.

Publishers and Manufacturers

40 Winchester Street, - BOSTON





NEW
OFFICIAL
CENSUS

NOW
READY

*The first 1911 edition of 10,000 copies sold before they were received from the press.
Now printing the third large edition.*

THE RAND-McNALLY NEW IMPERIAL ATLAS OF THE WORLD

Containing New Colored Maps of Each State, Territory, and Large City in the United States, the Provinces of Canada, the Continents and Their Sub-Divisions.

**THE RECOGNIZED STANDARD REFERENCE ATLAS
DELAYED BECAUSE OF FALSE REPORTS BY ENUMERATORS**

We have held this publication until we could secure the authentic census reports just received. Like the government, disappointed in the first returns, we have been compelled to await a recount in those sections where original reports were padded. The Atlas embodies the final and corrected official 13th census population figures.

WITH MARGINAL INDEX

\$1.75

**The Rand-McNally
POCKET ATLAS of the WORLD**
New Official Census

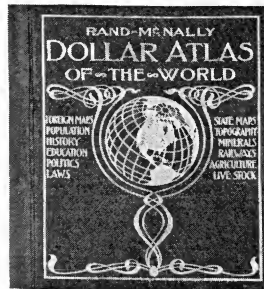
Will be ready for the trade about November 1.

This Atlas has been rewritten and corrected in every respect to make it like former years, the best of its kind on the market. That same popular, little atlas,

Size $3\frac{1}{2} \times 5\frac{3}{4}$ inches,

Paper, 25c.

Cloth, 50c.



**The Rand-McNally
DOLLAR ATLAS of the WORLD**
New Official Census

The same reliable publication; with extensive corrections and useful information that makes the name Rand-McNally the recognized standard in the atlas line. Ninety-one colored maps. Ninety-seven pages of reading matter.

Ready October 25.

Size of book closed, $6\frac{1}{4} \times 7\frac{1}{4}$ inches.

Cloth, \$1.00.

LIBERAL DISCOUNT TO THE TRADE



Rand-McNally & Company

CHICAGO - LOS ANGELES - NEW YORK





THE SIGN OF THE POCKET MAP

Over a Million Copies Sold This Year

OF NEW CENSUS EDITION

Why do they sell?

Because every one knows that the name **Rand-McNally** on a map means it as nearly correct as money and brains can make it.

Because they are revised annually showing all changes: In boundary lines; in steam and electric roads; in new post offices; in new express offices.

Because they *always* embody

The Latest Official Census Figures

Because to everybody "**Rand-McNally**" means the very best obtainable in maps, and to offer anything less is bad policy and bad business.

Remember—Every time you say "We haven't a **Rand-McNally Map** of that state in stock," you send away a customer and lose a profitable sale.

Carry some of *all* the states in stock.

Are you, Mr. Dealer, supplied with these maps? If not, place your order now. You do not need to talk **Rand-McNally Maps**—just display them. They sell themselves.

You want the

Rand-McNally Indexed Pocket Maps

because they sell. Bound in substantial card covers, convenient folded pocket size $4\frac{1}{2} \times 6\frac{1}{2}$ inches; 25 cents each state.

If you desire a map to sell at 15 cents each

THE VEST POCKET MAPS

are the same as those used in the Indexed editions. Towns and population figures are printed on the backs, and the maps are folded to vest pocket size, and enclosed in strong card cover. Folded size, $2\frac{1}{2} \times 5\frac{1}{2}$ inches; 15 cents each state.

LIBERAL DISCOUNT TO THE TRADE



Rand-McNally & Company
CHICAGO - LOS ANGELES - NEW YORK



Seventh Convention Stationers and Manufacturers

mittee. After considerable agitation and due deliberation on the part of the convention, it was decided to advance the price to be paid by each delegate for the entertainment and other incidental expenses from \$12 to \$15. This will do away with the necessity of having the local association of stationers or manufacturers pay anything for the entertainment of the delegates. The association will hereafter bear all expenses. All of the recommendations were adopted.

DISCUSSION OVER YEAR BOOK.

There was considerable agitation pro and con anent the abolishment of the Year Book. Many of the delegates held that the book was an added expense to the members of the association when the same material published in the Year Book may be obtained from the trade papers. The recommendation of the committee not to abolish the book at this particular time was carried by a unanimous vote after its uses were explained. The recommendation that firms, who now hold memberships in the association take out several memberships brought many responses. Before the convention adjourned sine die 34 new memberships were added to the association records. Much enthusiasm prevailed among the delegates and visitors as to who shall

secure the most memberships during the next twelve months. If Mr. Doolittle secured all the memberships he has promised, it was suggested that his name be changed to Mr. Do-very-much.

BUFFALO CLUB THANKED.

Theodore L. C. Gary, of New York, made a motion which was carried unanimously that a vote of thanks be extended to the Stationers' Club of Buffalo for the able manner in which they entertained the delegates and for the good work they have accomplished during the last year. The report of the Nominating Committee was then read. As the names were read off there were yells and cheers.

Mr. Bailey was instructed to cast one ballot for the names and they were declared elected. Retiring President Falconer then appointed Mr. Bailey and Mr. Hutchinson, a committee of two, to assist Mr. Lockwood to the platform. Mr. Lockwood said the election came as a complete surprise and he said he had no speech prepared for the occasion. "I will strive to promote the good work of the association and will endeavor to secure a number of new members before the next convention in Omaha next year," said Mr. Lockwood. "It is a great work I have before me, but I will go at it with my whole heart," he said. A

voice from the rear of the hall added, "Yes, and it is the beginning of the end."

New Directors Chosen.

The directors of the Association for the next year are:

DIRECTORS FROM STATIONERS.

John Brewer, H. K. Brewer & Co., New York; Lansing G. Wetmore, Scranton, Wetmore & Co., Rochester; George C. Whittemore, Thomas Groom & Co., Boston; R. B. Sanders, F. W. Roberts & Co., Cleveland; A. Pomerantz, A. Pomerantz & Co., Philadelphia; Charles N. Bellman, Franklin Printing & Engraving Co., Toledo, Ohio; Charles H. Langbein, Kurtz, Langbein & Swartz, Pittsburgh; W. J. Youmans, W. B. Carpenter Co., Cincinnati, Ohio; E. D. L. Sperry, Brown, Tracy & Sperry Co., St. Paul; Amadee Peting, George D. Barnard Co., St. Louis, Mo.

DIRECTORS FROM MANUFACTURERS.

Frank B. Towne, National Blank Book Co., Holyoke, Mass.; Franklin Weston, Byron Weston Co., Dalton, Mass.; E. J. Weis, Weis Manufacturing Co., Monroe, Mich.; Charles H. Numan, The Weeks-Numan Co., New York City; William Rodger, Sanford Manufacturing Co., Chicago; Eberhard Faber, Eberhard Faber, New York; W. D. Bevin, Boorum & Pease Co., New York; Willard E. Heise, Langfeld Bros. & Co., Philadelphia; Gustave A. Meyer, Jr., Meyer & Wenthe,

Acme Plate

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Made in Black and Green, Noiseless,
Non-Warping, Guaranteed

Carried in stock in widths of 3, 3½ and 4 feet in any length up to 12 feet. We cut to any size ordered. All necessary mouldings and chalk troughs carried constantly in stock.



World's Largest
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ACME PLATE. Portable Blackboards made in 3 styles. Hardwood frames, perfect construction, superior finish.

School-Room Specialties: Inkwells, Umbrella Racks, Dictionary Holders

Write today for 120 Page Catalog "FG" on Blackboards and Supplies. Ask for Special Agency Proposition on School Furniture including AMERICAN STEEL SANITARY DESKS

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TRADE PRODUCER

☞ Do you know the man who buys a weekly Periodical from you comes to your store fifty-two times each year?

☞ If he also buys one Magazine regularly, he makes twelve calls each year, or a total of sixty-four calls per annum.

☞ Suppose you have one hundred Periodical customers calling at your store from fifty-two to sixty-four times a year, would it not mean more business?

☞ Think this over, and send for catalog showing how to do it.

The American News Company
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THE AMERICAN NEWS COMPANY
 NEW YORK

Please send me your price list of periodicals and full particulars as to how a profit-paying News Department may be installed without risk or expense.

Name

Address

A. S.

Seventh Convention Stationers and Manufacturers

Following the election and a brief discussion as to the rates from the east to Omaha, the sessions of the seventh annual convention were brought to a fitting close. The convention adjourned sine die.

The Banquet

Snapping their fingers in the face of the care and worry boggy, more than 300 stationers and manufacturers, with their wives and sweethearts, sat down in the grand banquet hall of the Hotel Statler on Thursday evening for the annual banquet. Through special arrangements the visiting ladies were provided with tables placed in the boxes in the balconies. It was an elaborate affair and the enthusiasm displayed proved a fitting climax to the largest and most thoroughly enjoyable convention ever held by the association.

The cheers and college yells given by the delegates at the various tables scattered about the big hall drowned the pumping of the fire engines and the shouts of the firemen who were fighting a raging fire in the Ellicott Square, the largest office building in Buffalo, across the street from the hotel. Few, if any of the delegates knew of the fire, until it was extinguished. Uncle George Onley, as usual, proved the chief attraction of the banquet. He was repeatedly toasted and songs were sung, tell-

ing of his grand old age. During the course of the evening a large bouquet of American beauties was presented to him.

Samuel Ward, of Boston, was toastmaster, and he proved a good one. Both the outgoing and incoming presidents were toasted and congratulated. John Sayles, secretary to the Honorable Louis P. Fuhrmann, Mayor of Buffalo, was the first speaker, and his ready wit and repartee was keenly enjoyed by the diners. The other speakers were the Rev. Edwin H. Dickinson and the Honorable Herbert P. Bissell, who took as his subject, woman, and the ladies, of course, were delighted with the way in which he handled it. Fletcher B. Gibbs and Honorable James Logan, Mayor of Worcester, Mass., and president of the United States Envelope Co., also spoke.

Following the last course of the banquet, Mr. Robert B. Tesseman, Buffalo's favorite entertainer, was presented and he sure did furnish the fun of the evening. One laugh followed another and before the delegates were through laughing, they were wiping the tears from their eyes over some pathetic and heart rendering selection. The music for the evening was furnished by the world's famous Hope-Jones Unit Orchestra, of the Hotel Statler, the second of its kind in the world. Mr. Clarence Reynolds, of New York, rendered the instrumental program.

Tomorrow (Friday) those who remain will take a trip to Niagara Falls.

Testimonial to Mr. Gibbs.

A surprise was sprung on Fletcher B. Gibbs at the banquet tonight which, for a moment completely embarrassed that widely esteemed gentleman, for he was given a solid silver loving cup by his host of friends at the convention as a small token of their appreciation for his untiring energy and zeal in behalf of the National Association.

Following the invocation, Andrew Geyer, arose and said:

"There is a little incident to happen not down on the programme, and it has been thought best to have it come in at this time.

"You all know Fletcher B. Gibbs; how he has given up his time, his strength and his money, the very best that is in him unreservedly to the interests of the Association. I am not here to utter an eulogy to Mr. Gibbs, his acts speak louder, clearer and far more eloquently than any words that I can utter. I am only the mouth-piece of those who delight to do him honor.

"Dear Mr. Gibbs, kindly accept this loving cup, with it go the love and affection, not only of the donors but, also, I am sure of every member of the Association.

"They wish you long life, health and prosperity."

Mr. Gibbs, recovering quickly from the complete surprise, received the cup in a graceful manner.

With the close of the banquet the Seventh Annual Convention of Stationers and Manufacturers came to an end.



OUR 1912 CATALOG, handsomely illustrated, and containing information that is valuable to every stationer, is now ready for distribution. This book should be in the hands of every live stationer and news dealer.

WRITE FOR IT NOW

THE BARRETT BINDERY CO.

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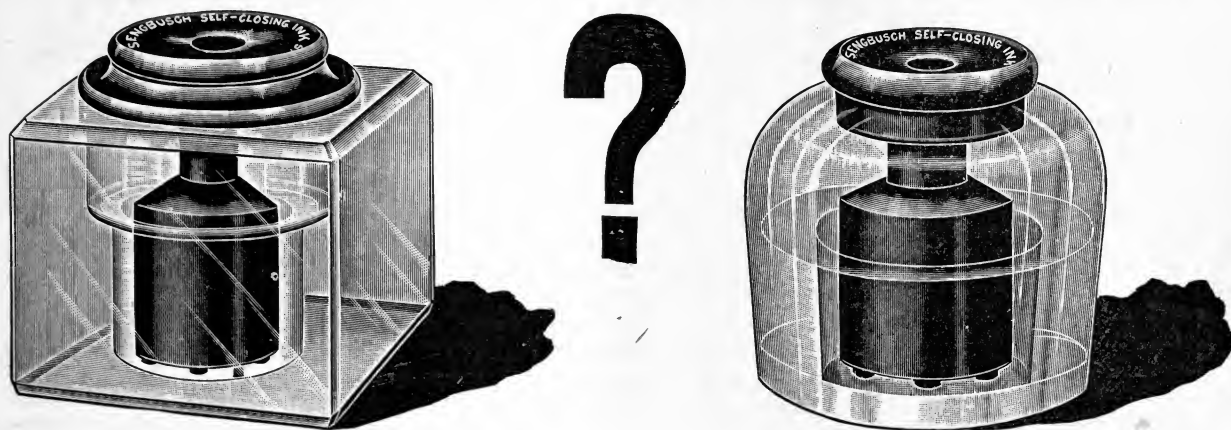
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Mr. STATIONER

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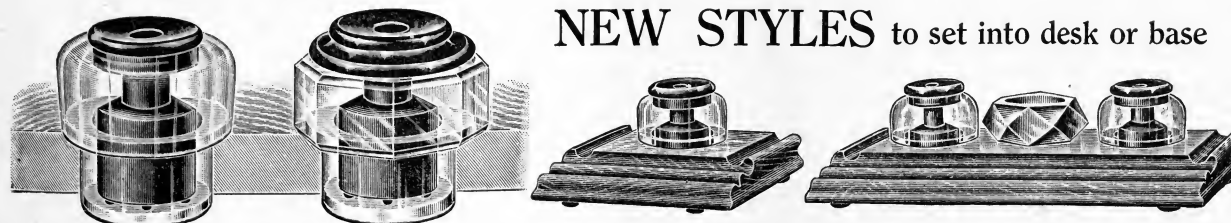
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IS THE LEADING INKSTAND ON THE MARKET TO-DAY



IF NOT—YOU ARE LOSING MONEY

LEADING STATIONERS are aware of this fact and push the SENGBUSCH line thereby giving the customer entire satisfaction which means many repeat orders often for equipment of entire offices, hence a handsome profit for the dealer. WRITE US for TALKING POINTS and STATEMENT of CLAIMS and learn how to make the SENGBUSCH Line profitable to you. We furnish free Circulars and Display Cards.



No. 6 - 2 3/4 in. Price \$1.50 No. 7 - 3 in. Cut Glass Price \$2.00

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Sengbusch Self-Closing Inkstand Co.

1310 Montgomery Building

Milwaukee, Wis.

Seventh Convention Stationers and Manufacturers

THOSE IN ATTENDANCE

List of Stationers and Their Wives and Daughters Who Attended the National Convention in Buffalo—All Very Much Pleased With Their Visit.

DELEGATES AND VISITORS REGISTERED.

The following delegates and visitors, representing all sections of the country, met at Buffalo for the seventh annual convention of the National Association of Stationers and Manufacturers:

The members who registered in attendance at the seventh annual convention of the National Association of Stationers and Manufacturers of America follows:

A—J. B. Aikman, Buffalo, N. Y.; Frank Albecks, New York City.

B—B. P. Bartlett, Le Roy, N. Y.; Wm. C. Bardenheuer, New York City; Saxton S. Barrett, Chicago, Ill.; Leonard A. Baer, Canton, Ohio; Frank W. Bailey, Boston, Mass.; Ralph S. Bauer, Lynn, Mass.; R. H. Baxter, New York City; Chas. H. Bellman, Toledo, Ohio; W. D. Bevin, New York City; C. A. Bergman, Chicago, Ill.; Oscar, J. Besser, Buffalo, N. Y.; W. A. Berry, Boston, Mass.; R. C. Bell, Richmond, Va.; A. A. Bellknap, New York City; J. H. Bernheiser, Camden, N. J.; C. B. Bleyler, Buffalo, N. Y.; D. B. Blanton, New York City; R. B. Bowman, Akron, Ohio; John Brewer, New York City; Edward V. Brokaw, New York City; Henry B. Brown, St. Paul, Minn.; T. K. Brownell, New York City; F. A. Burnham, Jr., New York City; Fred'k P. Bushnell, Philadelphia, Pa.; Mortimer W. Byers, New York City; J. M. Byck, Savannah, Ga.

C—D. W. Campbell, Niagara Falls, N. Y.; Richard B. Carter, Boston, Mass.; H. E. Carver, Philadelphia, Pa.; W. J. Chaplin, Boston, Mass.; A. H. Childs, Chicago, Ill.; S. S. Clayton, Galveston, Tex.; Chas. H. Clough, Pittsburgh, Pa.; C. C. Cobb, Toledo, Ohio; Louis J. Coe, Springfield, Ill.; C. S. Cooke, New York City; W. E. Cooper, Pittsburgh, Pa.; J. P. Comfort, Buffalo, N. Y.; John A. Condit, Buffalo, N. Y.; W. H. Curtiss, St. Louis, Mo.; Gordon Cameron, New York City.

D—Arthur B. Dantels, Adams, Mass.; Willis F. Day, Toledo, Ohio; Edward Denny, Buffalo, N. Y.; E. H. Doolittle, Camden, N. J.; Uri Doolittle, Syracuse, N. Y.

E—H. R. Elliott, New York City; Albert Ernst, New York City.

F—Eberhard Faber, New York City; Charles E. Falconer, Baltimore, Md.; Paul Fera, New York City; Mark Forrest, Milwaukee, Wis.

G—Chas. F. Garvin, Boston, Mass.; Theo. L. C. Gerry, New York City;

Fletcher B. Gibbs, Chicago, Ill.; J. M. Goldstein, Cleveland, Ohio.

H—R. M. Hiuse, Philadelphia, Pa.; L. A. Hawkes, Camden, N. J.; Harold E. Hawkins, Kansas City, Mo.; W. O. Hayes, Worcester, Mass.; L. H. Hurst, Philadelphia, Pa.; C. S. Hemingway, Dalton, Mass.; L. B. Herr, Lancaster, Pa.; Harry Heymann, New York City; M. E. Hilles, Cincinnati, Ohio; Samuel Hobbs, Boston, Mass.; J. H. Hodgkinson, New York City; Peter T. Hoehn, Buffalo, N. Y.; H. W. Hunter, Delanco, N. J.; Henry S. Hutchinson, New Bedford, Mass.

I—O. R. Ihling, Kalamazoo, Mich.

J—Herman L. Jane, Newark, N. J.; Roy T. Jefferson, Springfield, Ill.; J. T. Jenison, Cincinnati, Ohio; O. L. Jernigan, Atlanta, Ga.; W. Gifford Jones, Chicago, Ill.

K—W. J. Kennedy, St. Louis, Mo.; Frank A. Kraft, Buffalo, N. Y.; F. E. Korn, Durham, Conn.; Wm. F. Krohmer, Chicago, Ill.

L—Charles H. Langbein, Pittsburgh, Pa.; A. Langstadter, New York City; Chas. A. Lent, New York City; E. D. Lines, Jamestown, N. Y.; Millington Lockwood, Buffalo, N. Y.; W. H. Longley, Kalamazoo, Mich.; E. C. Loomis, Chicago, Ill.

M—J. J. McWilliams, Cleveland, Ohio; J. L. McMillan, Syracuse, N. Y.; Geo. E. McIninch, St. Joseph, Mo.; D. MacTaggart, Port Huron, Mich.; John Maine, Detroit, Mich.; Geo. F. Malcolm, Boston, Mass.; B. F. Marley, Terre Haute, Ind.; Sam Mayer, Chicago, Ill.; J. W. R. Merckle, New York City; Gus Meyer, Jr., Chicago, Ill.; M. F. Montague, New York City; R. S. Moore, Cincinnati, Ohio; Chas. E. Moyer, Omaha, Neb.

N—John A. Nichols, Williamsport, Pa.; C. H. Numan, New York City.

O—Geo. A. Olney, Kansas City, Mo.

P—D. E. Paris, S. Hadley Falls, Mass.; Chas. E. Pelton, St. Louis, Mo.; Amedee Peting, St. Louis, Mo.; Chas. N. Pelton, Detroit, Mich.; F. A. Petrie, Greenfield, Mass.; W. J. Petty, Cleveland, Ohio; F. W. Pirtle, Indianapolis, Ind.; Abner K. Pratt, Boston, Mass.; R. E. Prendergast, Scranton, Pa.; W. F. Punnell, Sacramento, Cal.

R—A. F. Robertson, Richmond, Va.; Wm. Rodiger, Chicago, Ill.; Samuel S. Rosendorf, Richmond, Va.; Winthrop C. Richmond, Boston, Mass.; Fred A. Rich-

mond, Detroit, Mich.; August N. Ritz, Milwaukee, Wis.; H. P. Rockwell, Rochester, N. Y.; H. W. Rogers, New York City.

S—R. B. Sanders, Cleveland, Ohio; G. J. Sengbusch, Milwaukee, Wis.; C. S. Severson, St. Louis, Mo.; Fred P. Seymour, New York City; H. C. Sharp, Camden, N. J.; C. E. Sheppard, New York City; Chas. H. Shields, Toledo, Ohio; C. M. Sleght, Batavia, N. Y.; H. A. Smith, Holyoke, Mass.; Clarence M. Smith, New York City; Jacob F. Smith, Canton, Ohio; R. R. Spencer, Chester, Pa.; E. D. L. Sperry, St. Paul, Minn.; Chas. A. Stevens, Chicago, Ill.; W. S. Stafford, New York City; Wesley A. Stanger, Chicago, Ill.; Augustus F. Stoll, Trenton, N. J.; Chas. J. Stromborg, Chicago, Ill.; Chas. E. Stuart, Canton, Ohio.

T—E. C. Thomas, Minneapolis, Minn.; John J. Tindale, Jr., New York City; Arthur C. Tobin, Youngstown, Ohio; Frank B. Towne, Holyoke, Mass.; W. S. Tuttle, Seneca Falls, N. Y.

U—P. G. Underwood, Philadelphia, Pa.

V—T. F. Vaughn, Wabash, Ind.

W—L. E. Waterman, New York City; Chas. K. Wadhan, Dalton, Mass.; Harley J. Wantz, St. Louis, Mo.; Samuel Ward, Boston, Mass.; R. W. Weissenborn, New York City; Edward J. Weis, Monroe, Mich.; Henry E. von Wedelstaedt, St. Paul, Minn.; O. W. L. Wernicke, Grand Rapids, Mich.; Lansing Wettmore, Rochester, N. Y.; Henry C. Weiler, Buffalo, N. Y.; Frank R. Welch, Philadelphia, Pa.; Geo. C. Whittemore, Boston, Mass.; Dumonte A. Whiting, Buffalo, N. Y.; Willis P. Whiting, Buffalo, N. Y.; Wm. G. Whittemore, New York City; J. H. White, Buffalo, N. Y.; T. E. Wilcox, Norwalk, Conn.; R. R. Wilson, Chicago, Ill.; A. W. Williams, Chicago, Ill.; David F. Williamson, Buffalo, N. Y.; L. E. Williamson, New York City; R. A. Waetz, Spokane, Wash.; Marcus W. Wolf, Baltimore, Md.; E. A. Wright, Philadelphia, Pa.

Y—G. F. Yancey, Park Ridge, N. J.; Wm. G. Youse, Sandusky, Ohio; W. J. Youmans, Cincinnati, Ohio.

Supplementary List.

The following is a supplementary list up to noon, October 11, of members registered in attendance:

Henry O. Bainbridge, Jr., Brooklyn, N. Y.; F. I. Ellick, Omaha, Neb.; C. E. Fitzpatrick, Dubuque, Iowa; C. W. Hoyt, New Haven, Conn.; Harold C. Parsons, Durham, Conn.; Walter B. Peabody, Boston, Mass.; Chas. M. Phelps, Holyoke, Mass.; A. E. McChesney, Syracuse, N. Y.; A. W. McCoy, Pittsburgh, Pa.; M. L. Williard, Chicago, Ill.; H. C. Yeiser, Cincinnati, Ohio.

(Continued on page 88).



PEN PAR EXCELLENCE.

THE
“SWAN SAFETY”

Highly distinguished for its excellence of workmanship and characteristic ease of action when in use. The pen with an acquired goodness—the result which comes only with years of experience and skill.

POINTS

Mabie, Todd & Co.'s Gold Pens.
 Patent “Ladder” Underfeed.
 Gold Top Feed.
 Patent Safety Screw Cap.

REPRESENTING

Highest Possible Quality Gold Pen.
 Perfect Flow of Ink.
 Absolute Security from Leaking.

These are qualities in

“SWAN SAFETY”

which you cannot ignore if you desire to retain the good will of your customer.

Let us send you a pen for your examination and trial.

PRICES FROM \$2.50 UP

QUALITY

HANDSOME PROFITS



MABIE, TODD & CO.
 Established 1843

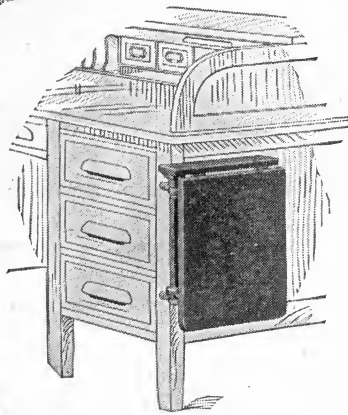


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 209 S. State Street, CHICAGO, ILL. 124 York Street, TORONTO, ONT.

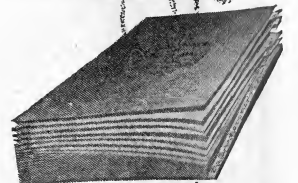
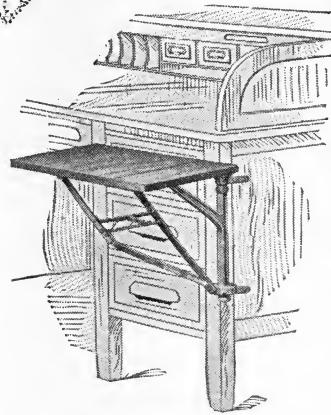
Globe-Desk Tools



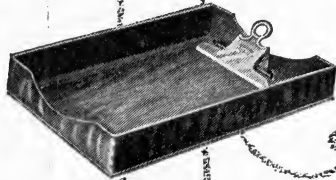
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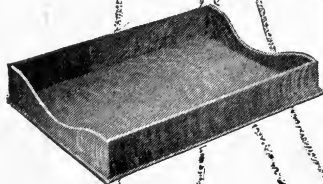
SWINGING DESK SHELF



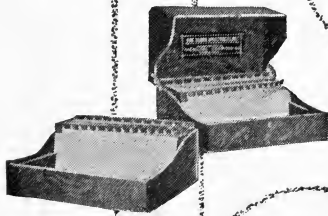
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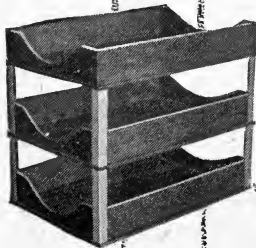
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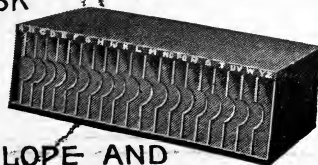
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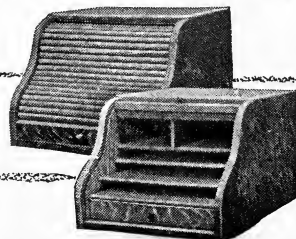
OFFICE TICKLER



SECTIONAL DESK TRAYS



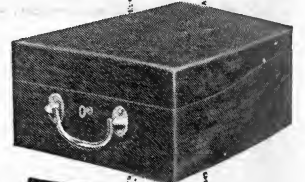
ENVELOPE AND STATEMENT DISTRIBUTORS



STATIONERY RACKS



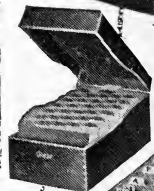
EXCELSIOR DESK PAD



BANKERS NOTE CASES



DESK CARD INDEX OUTFITS



FLEXIBLE DESK PADS

The class of goods which we offer to the Stationers' Trade not only makes it an incentive for them to concentrate their business where they can depend upon a uniform excellence in quality and style—but, when properly displayed in the store, their customers also have less incentive to shop around.

Such conditions establish permanency of trade between factory, dealer and consumer.

Catalogue on request.

The Globe-Wernicke Co.

CINCINNATI.

TRADE OUTLOOK

STATIONERS MAKE OPTIMISTIC REPORTS FOR FALL AND WINTER.

While Business in Many Lines Is Not Up to Expectations, the Makers and Distributors of Stationery Do Not Complain.

PROPHETS are much honored when they guess right, but when they miss their guess there are none so despised. The stationers quoted below, while interviewed for the purpose of unveiling the future, are not posing as prophets; they are simply telling us how they find conditions at present, and on that finding they leave us to infer that trade will at least continue in its present volume, with the chances, however, strongly in favor of a big increase until after New Year's. Judging from their statements one is led to infer that the stationary business is in good shape and that any misgivings that the trade may have had about the strength of the demand have been thoroughly dispelled by the extent of the school trade, the revival of the demand in the various branches of the stationery business, coincident with the opening of the Fall season and the orders so far placed for holiday goods. On this combination of signs the trade prognosticates good business this Fall and Winter. Below will be found expressions of opinions from leaders in the trade in New York, Boston, Chicago, Philadelphia and other places.

What New Yorkers Say.

American News Company.—“The trade outlook is bright and encouraging for all sellers of stationery. The season has started off well in the largest school supply business in the history of the country. Staples of all kinds have also been in good demand, as is attested by the heavy re-orders that have been coming in. And on top of this business now comes the holiday trade, which is getting very active and will, no doubt, keep on growing up to the last minute, as people will spend money for presents regardless of the state of their own exchequer. A great deal of this money goes into the hands of the stationer, and for that reason he should be in a position to show his trade a handsome stock of attractive articles. From the orders we have so far received, we should say that stationers share our confidence in the future.”

L. E. Waterman & Co.—“The best basis for judging our confidence in the fall trade is the fact that we are manufacturing, and continue doing so, to full capacity, which, with our new factory, gives us at least 20 per cent. increase on last year's production. Our sales to date have fully consumed our increased factory capacity.”

Tower Manufacturing and Novelty.—

“Business has kept up very well with us, so we feel optimistic. We must confess, though, that all hands have made extra efforts to surpass our high record for last year. So far we are ahead and are naturally disposed to think that trade will hold up to and over the holidays as it has started. We go even further than that, and are now looking towards 1912, which we think is going to be a good year, and are making our plans toward that end. This tells how we feel about the outlook.”

Kiggins & Tooker Company.—“We have been very agreeably disappointed in the fall trade, which a few months ago did not look very promising. Since then business has been better than expected and is constantly growing in volume. On the strength of our report for September and our sales thus far this month, we are forced to be optimistic, because we have no reason to feel otherwise.”

Mabie, Todd & Co.—“We would say that the outlook for the balance of this year is rather encouraging. The orders for future shipment, particularly from the West, makes us feel that the end of 1911 will be considerably ahead of 1910. Our advertising and co-operation with dealers has proven very helpful.”

Geo. B. Hurd & Co.—“We haven't had time since the middle of August to consider the past or the future; it has been the *present* that has occupied all our attention, as each day it has been a struggle to get that day's work done. So you can draw your own conclusions as to what we might say about the future if we could find the time to think about the matter. We are simply very busy, and that's all we can say.”

Raphael Tuck & Sons Company.—“Conditions are very satisfactory with the company, and, judging from the demand for our products we should say that the trade had every confidence in the future, else our advance orders would not be large. If our experience is any criterion, we would say that the outlook is very good indeed.”

Frank A. Weeks Manufacturing Company.—“Trade this fall has been rather spasmodic, being very good and then letting up somewhat. It has, too, been excellent in the West, whereas in the East the stationers have been buying on a rather conservative basis, which with the general revival of business during the past month, has resulted in a great deal of reordering. Just about as many goods have been sold, but the method has been somewhat different. There is no reason why the trade this fall and winter should not be fully up to the average.”

Aikin, Lambert Co.—“We are quite well satisfied with the business that has come to us this fall, and are confident that our sales will be larger than for the last quarter of last year. We find trade very good in the West, but in many places through-

out the country we find business is affected by local conditions, such as droughts, etc. These, however, are the exceptions.”

D. W. Beaumel & Co.—“In our line, trade is somewhat ahead of sales at this time last year, and we see no reason why business should not show the natural growth that goes with the increased consumption of the country. The orders that we have now on our books show that dealers have confidence that trade will be good over the first of the year.”

A. L. Salomon & Co.—“We have done the largest school supply business in our career, and are now very busy on our holiday trade. In view of conditions as we find them, we are most optimistic in regard to the future.”

The Weeks-Numan Company.—“We have so far this season done a remarkably good business and are confident that trade will continue satisfactory. The outlook to our way of thinking could not be much brighter.”

How Chicago Sizes up the Situation.

A careful canvass of the stationery trade in Chicago leads to the conclusion that however business conditions may have been during the earlier months of the year, trade as a rule at this time is in very satisfactory shape. During the last three or four weeks business has taken on a spurt which promises to carry it forward on a higher tide than has prevailed during the earlier months of the year, even past the holiday season. Notwithstanding the many disturbing features which have had an adverse effect upon the revival of business and which at times threatened to create serious conditions, business has gradually brushed the clouds aside and as a result early in the fall better reports were heard from many directions. Now that there is no longer any doubt but that the money value of the crops, which in some sections fell short of expectations, is greater even than a year ago, there is no reason for any other feeling than one of optimism, at least so far as the next few months are concerned.

By reading the reports from the leading houses of Chicago one will be able to see how the trade views the prospects from the standpoint of its own experience.

Riddle-Wunderle Co.—“While our business has been quite good during the year, in common with other dealers, we noticed a change for the better with the arrival of fall. We consider the outlook good for the balance of the year in the absence of any seriously disturbing features.”

Geo. E. Cole & Co.—“We certainly have no reason for complaint at the volume of business we are transacting. There was a time in midsummer when trade was a little quiet, but aside from this business has been satisfactory the entire year. The indications are good that the improvement which

has set in since the coming of fall will continue for the remainder of the year."

Eaton, Crane & Pike Co.—"About the best evidence that we have had a good year is the fact that aside from one month our trade has shown a handsome increase each month, when compared with last year. Business has been especially active with the commencement of fall. So far as we can see, the balance of the year will show up as well or even better than the months which have passed."

Rand-McNally Co.—"The year has been, generally speaking, satisfactory from a business standpoint, up to this time. A larger volume was noticed, commencing this fall. The country seems to be rapidly recovering from the slump which took place in the summer, and the balance of the year bids fair to be very good."

DeLang, Coles & Co.—"We have found business fairly good during the year. There was a lull during midsummer, but this is always expected. With the coming of fall business commenced to improve, and is now brisk. We see no reason for anticipating anything but favorable conditions from now on."

Joseph Dixon Crucible Co.—"We have had a very satisfactory year, and as general trade is improving right along there is no reason why the remainder of the year will not show up as well or better than the portion that has passed."

P. F. Pettibone & Co.—"While at times in some departments of our business trade has been a little slow, especially during the summer months, we found that other departments were making up for it, and the total volume of our business has been very satisfactory. At present we find trade very good. The country is prosperous and the money value of crops very large, so that there is no reason for any other belief than that business will be good the balance of the year."

Chicago Stationery Shop.—"Business has been good the greater portion of the time since the first of the year. Since the first of August we have noticed that it has been exceptionally good. We see no reason for anticipating anything but a continuance of the same favorable conditions."

Eberhard Faber.—"We have had a very satisfactory year's business up to this time. There has been considerable improvement noticeable since the middle of September, and this improvement should continue the balance of the year, and bids fair to do so."

Carters Ink Co.—"We have found business conditions very satisfactory this fall, and there has been a noticeable improvement since the middle of July. Orders are coming in freely, and there is a normal increase over the same season in previous years."

Sanford Manufacturing Co.—"Our business has been of a steady volume for the

past six months, and we can see no reason why it should not continue so the balance of the year. The country is in good shape aside from a few disturbing features, which evidently are not affecting general business to any serious extent."

Monarch Stationery Co.—"Since moving to our new location in May we have had a much larger store trade than theretofore, and the past month has been the best since we have been in business. The future looks bright to us."

S. D. Childs & Co.—"In this day of big upheaval in the business world, which is held responsible for any so-called business depression, it is but natural that business men will not place large orders as heretofore until the horizon is cleared of this cloud. However, a good trade has been the good fortune of the house, and, in view of the fact that the country was never more prosperous and its finances sounder than at present, it is but a matter of time when things will be amicably settled and a good stiff trade realized. We believe, in is as good today as it ever has been in a country's prosperity."

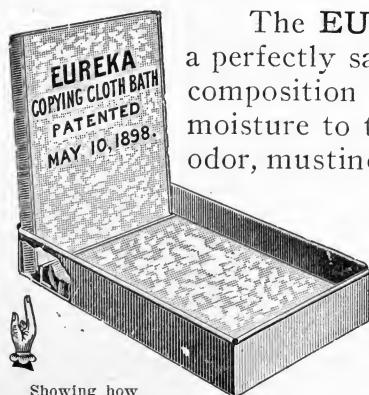
Fletcher B. Gibbs, vice-president of Shea, Smith & Co.—"From all reports that can be gathered through sources other than the stationery trade, business in commercial lines shows an average shrinkage of about 10 per cent. to date from the corresponding months of last year, and I am inclined to

THE EUREKA

Sanitary Copying Cloth Bath

MADE IN TEN SIZES

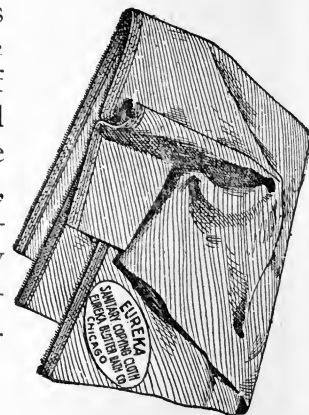
No Cranks, Springs, Rollers or other Machinery to Get Out of Order



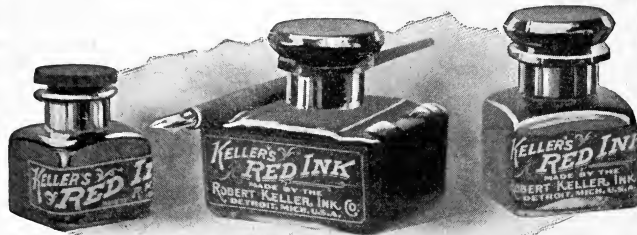
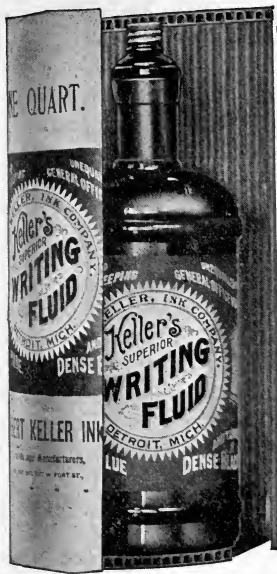
Showing how the composition is molded on and through wire net, which makes cover unbreakable

The EUREKA BATH AND CLOTH constitutes a perfectly sanitary system of letter press copies. The composition in the bath assures even distribution of moisture to the cloth, at the same time precluding bad odor, mustiness or mildew. The patent chemical surface cloth with non-raveling edge affords clean, clear-cut copies. The wire net in the composition makes them unbreakable. They are furnished in all sizes from correspondence to way bill. Sold through the dealers.

**MORE EUREKA BATHS IN USE
THAN ALL OTHERS COMBINED**



Gives More Profit to Stationers Because Most Satisfactory and has Largest Demand
THE EUREKA BLOTTER BATH COMPANY
 6217-6219 Wentworth Avenue, CHICAGO, ILL.



Of course everybody makes the best Ink, but who sends it to you already wrapped for the customer? WE OF COURSE.

No breakage, no dust, saves time
Send in your FALL ORDERS NOW FOR KELLER'S.

We will furnish you first class advertising matter with order on request; helps your business.



Send for catalogue

THE ROBERT KELLER INK COMPANY DETROIT





Do You "SELL" Blank Books—or Merely "Carry" Them?

IN all the history of business, there never was such a demand for the right kind of blank books!

Time-and-labor-saving, in the office, begin with the books of record.

Business men are quick to buy a record book that will make the work easier, or give them additional facts about the business as a matter of record.

Do you know what the handiest, most serviceable record books are, for different uses?

Do your clerks know? For every salesman knows that to suggest a good thing is frequently to gain a customer.

Business Men Like Uniformity

This is the day of office standards.

"More of the same kind" is the rule, as needs expand.

Repeat orders bring the profit—the customer sells to himself!

Then, why not carry the right selection of stock in the largest and most complete Blank Book Line on the market?

And why not study the line to learn what can be recommended to the customer—and get the order?

For 69 years Boorum & Pease have been studying blank book demand.

The B&P Standard Line—"The Line of 10,001 Numbers" gives the dealer a wonderful opportunity to turn stock quickly.

And B&P Protect the dealer—absolutely!

Have you the B&P Catalogue?

Boorum & Pease Company

HOME OFFICES Bridge, Front, York Sts.
Brooklyn, N. Y.

FACTORIES Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS

109-111 Leonard St.
New York

Republic Bldg.
Chicago, Ill.

220 Devonshire St.
Boston, Mass.

4000 Laclede Ave.
St. Louis, Mo.

think that this same percentage will represent the shrinkage in the total volume of the stationers' business. As to just what the depression responsible for this shrinkage is due opinions seem to differ. My own opinion is that it is the result of a rapidly spreading feeling of distrust due to the political situation; to the strained relations of the trusts toward the government; to the effect which the opinions of the Supreme Court are liable to have upon the trust situation, the latter promising to affect not only the general business situation in its relation to these vast aggregations of capital but every individual stockholder of these corporations, of which investors there are many hundreds of thousands scattered all over the country engaged in other business pursuits. The Supreme Court has already shown that it realizes the gravity of the situation and by its wise decisions made to date has indicated a disposition to give as wide an interpretation as possible to the exigencies demanded by the law, which should ultimately have a tendency to restore confidence. With confidence restored and with an assurance that the tariff will not be seriously interfered with, business should show an immediate improvement."

Cameron, Amberg & Co.—"Our business is of a steady character and we find that it is about the same as last year, with the indications favoring improvement the balance of the year."

Dunwell & Ford—"Our business has continued to show a fair increase this year over last. There have been times, especially in midsummer, when the store trade has been quiet. But our plant has been kept busy the entire season. There seems to be no reason why trade conditions should not continue to improve the balance of the year."

Yawman & Erbe Mfg. Co.—"We have had a good business this year. Aside from a short time in summer when general business was quiet, trade has been as active as could be expected. There has been an improvement of late and we look for it to continue."

Burr-Vack Co.—"Our business has been very good thus far this year. It is true we have been pushing things quite hard and this may account for it. There was a difference noticeable during the summer months when trade in general was quiet. At present conditions are quite satisfactory and we look for them to continue so."

Stevens, Maloney & Co.—"While business since the first of the year has not at all times been fully up to expectations, nevertheless it has been quite satisfactory during the greater portion of the time. We are pleased to state that it is now showing substantial improvement and we believe that it will continue to improve the balance of the year."

Boston Stationers Optimistic

Business conditions in New England at the present time are in an exceptionally good shape, due largely to the resumption of operations among the cotton and woollen industries, which have been more or less idle during the past five months. The Boston stationers have found little fault with conditions during the dullest period, and the expressions of opinion from the following leading members in the trade of that section bear out the optimistic sentiment which seems to always be in the Boston atmosphere:

Frank W. Bailey, treasurer of Thorp & Martin Co.—“It does not seem to me that there is much change in the stationery business from year to year. The larger interests of the country with which the government is raising havoc from their determination to play politics with them are affected, but if we are to have thirty-three Standard Oil companies instead of one, and while it will increase the cost of oil, it will make the stationer's business better, because all offices will demand supplies. This is the economy of politicians. We are not handling the stationery business in the East as well as they are in the West. Old habits and conservatism bind us to ways that are not profitable, nor do I believe they are right. The moral standard of the stationery business has been elevated by our National Association. The financial standard of business men would be equally elevated if we had the intelligence and the nerve to adopt the methods which are necessary. We are always working for future generations, and the present is no exception. Our motto is to let cheerfulness mingle with industry, and if you do you will have a good time and make it profitable.”

W. J. Chaplin, Boston manager of L. E. Waterman Co.—“While I encountered some complaint about business during August, I found most of the stationers in my travels feeling happy over their September sales, and all seem to agree that the outlook for the fall trade is exceptionally good. I found here in Boston a most sanguine feeling as regards the fall business, and with us the demand for Waterman's Ideal Fountain Pens has forced me to put on extra help. In fact, all the signs on which one can base an opinion for the future point to a good fall season. As a fact, most of the dealers are finding it difficult to get away for the convention, and my opinion is that the majority could get away more conveniently the last of August than they can in the middle of October.”

Mr. Adams, of Adams, Cushing & Foster.—“The present conditions of trade in the territory with which we are familiar is entirely satisfactory. We have a few letters from some Western districts where crops have been disappointing, asking us to cancel orders given for fall shipment, and about as many from other points, request-



How Quickly Do You “Turn Over” Your Loose Leaf Stock?

LOOK on your stock shelves!
How many loose leaf items have you carried for a year or more?
How much money is tied up in “slow sellers”?
This question of what Loose leaf items to carry in stock is a vital one to you, Mr. Dealer.

Stock is money—or ought to be.

The profits on special orders can be quickly eaten up by the investment in stock goods that do not sell readily.

The B&P Line of QUICK Sellers

That's what a well-known visiting dealer who called at our New York ware-rooms called our new loose leaf line, when he saw the Samples. For never before was a stock line so carefully made up to meet constant average requirements in loose leaf.

For every item in the line, there exists a big, natural demand.

Instead of too many sizes, we have created the right variety of styles.

The sizes of record sheets provided for are ample.

But the variety of styles and prices will give you the right device for every record-keeping purpose.

If he sees your stock, you get the order!

Our experience of 69 years in the Blank Book business is behind this new line.

And the line itself will be ready to show you very soon.

Don't think of stocking loose leaf devices for the coming year without seeing the new B&P lines—Standard and Sieber & Trussell.

They will be sold only through the dealer—never direct to the user.

Boorum & Pease Loose Leaf Book Company

MANUFACTURERS OF

“Standard” and “Sieber & Trussell”
Loose Leaf Devices

MAIN OFFICE 109-111 Leonard St.
New York

FACTORIES Brooklyn, N. Y.
St. Louis, Mo.

109-111 Leonard St.
New York

SALESROOMS
Republic Bldg.
Chicago, Ill.

220 Devonshire St.
Boston, Mass.

4000 Laclède Ave.
St. Louis, Mo.

ing that goods ordered for later delivery be shipped at once. Collections are good and failures very few and unimportant. So far as we are informed, business is good everywhere in the country excepting in Wall street. A friend of ours whose business is transportation, remarked in conversation a few days since, that his advices from the West are, 'There is plenty of stuff to carry.' Our own business is slightly in advance of last year, which was the largest, as to the volume of sales, in our experience."

Abner K. Pratt, of J. L. Fairbanks Co.—"From our viewpoint the stationery business as well as the general business is apparently in a very satisfactory condition. Our business is showing gains each month, which indicates that trade is not at a standstill, and we feel that this fall is going to prove a very good year for all lines of trade. We are making a little more money every year, as well as spending a little more, so why shouldn't we be happy?"

George E. Damon, president of George E. Damon Co.—"Business outlook for this fall with us is good, and we prophesy the usual fall and winter business."

George C. Wittemore, president of the Boston Stationers' Association.—"It appears to me that business conditions are about normal for this season of the year. While there are not many large orders being placed, the volume is largely made up by the numbers of smaller ones received. I think we are having about an average fall's business, and on the whole the outlook is very promising."

As Seen in Philadelphia

President Charles H. Marshall, of the William H. Hoskins Company: "I am inclined to believe that this fall we shall have a good season, not one with boom features but one with good, steady business. There is no use denying that in general lines the summer fell behind. Our experience, however, has been that a change has taken place. We looked forward with some misgivings to September in view of the experience from June on. September went much ahead of expectations, and October seems to have continued so. For that reason I believe we can count on busy times this fall."

Dr. Philip A. Jaisohn, Deemer & Jaisohn: "While I do not look for boom times this fall, I certainly do expect a busy season. Stationery is principally an article of necessity and for that reason there is sure to be some market for it all the time. Conditions in the industrial world generally are not such as to warrant the belief that there is a boom season ahead, however. But I feel entirely confident of the fall outlook."

George E. Mousley: "If past experience is any guide to the future, then we are in for a season of splendid business. I am entirely satisfied with what the last few

weeks has brought forth and I see no reason for doubting that the good, in some regards the very excellent times, will continue. I certainly have made preparations for increased capacity based on that belief."

Albert E. Phillips, the Charles Christeson Company: "I feel entirely satisfied with the fall prospect. In our concern we have noted a steady and continuous improvement for the last several months and I anticipate no reason why this should not continue. There is a hopeful feeling among the retailers generally, particularly in the country districts, and I believe therefore that the jobbers have ahead of them an entirely satisfactory fall season."

F. B. Irwin, the James Hogan Company, Limited: "I am naturally an optimist when it comes to trade matters, but I do not feel it necessary to draw on my stock of optimism to say that the fall outlook is very cheerful. We are just now rounding out a year for this concern as at present organized. It has been a successful one. The trade of the last few weeks shows an increase over the dragginess of last summer, and I have no cause to doubt that the gain will be continuous. Even as an optimist, I cannot say conscientiously that there is a boom time ahead. But I do sincerely believe that the fall will be a good one."

James Lamb, Lamb Brothers: "If the coming year will duplicate the success I have had during the past one, my first in business for myself, then I shall be entirely satisfied. Fall trade has started in with certainty and with every promise of a continuance and a steady growth. I expect to do a very large business during the fall and therefore I face the future with entire confidence."

Harry F. Mitchell, the Stuart Brothers Company: "We are satisfied with what the fall outlook reveals to us. I do not believe that there will be any serious disturbance in the growing tide of business. It set in steadily if slowly; there has been no setback, and therefore I look for a good season ahead, or rather at our very doors now."

St. Louis Stationers Optimistic

Wm. J. Kennedy Stationery Co.—"Replying to your inquiry of recent date, beg to advise that business has shown a marked increase since the passing of the usual dull summer months. The demand was not confined to any special article, but covers the entire line. Souvenirs and post cards of all kinds were in great demand during the present festival week. The Aviation Meet, the Motor Boat Races, and the annual Veiled Prophet Parade combined with many other minor attractions have brought many thousand people to the city. Their purchases of souvenirs were very large, and the demand seemed to be for the higher quality than more than in past years. A number of large copper plate engravings,

such as announcements, invitations, etc., have recently been booked at all prices."

Skinner & Kennedy Stationery Co.—"The outlook at present is more encouraging than it has been for several months. The orders are coming in in fairly good numbers, but quantities are smaller than normal for 'good times.' It would appear that business will be on conservation lines for some time to come, and that the restoration of brisk business will be gradual. Let us hope that it is come to stay."

Spalding Stationery Co.—"Regarding your inquiry as to trade conditions in St. Louis, beg to state that since September 1 business has been fairly satisfactory. We see nothing ahead to interfere with a continuance of same."

Woodward & Tiernan Printing Co.—"Now that the long spell of hot weather is over, business is picking up, and the prospects of the fall trade appear very good. This is especially true of firms putting in new office equipment."

Shallcross Printing & Stationery Co.—"The outlook for fall business seems to be very good. Business during September showing a good increase over last year. October has opened up very nicely, and we are looking forward to a satisfactory business. We are laying in a large stock of goods in expectation of a good business in 1912."

San Francisco Satisfied with Outlook.

Manager Victor of the San Francisco office of the Yawman & Erbe Manufacturing Company.—"The outlook is good. The company's sales in this territory during the month of September were considerably ahead of the same month in 1910. There is also a better prospect for the immediate future. His office now has more business definitely in prospect than ever before in its history."

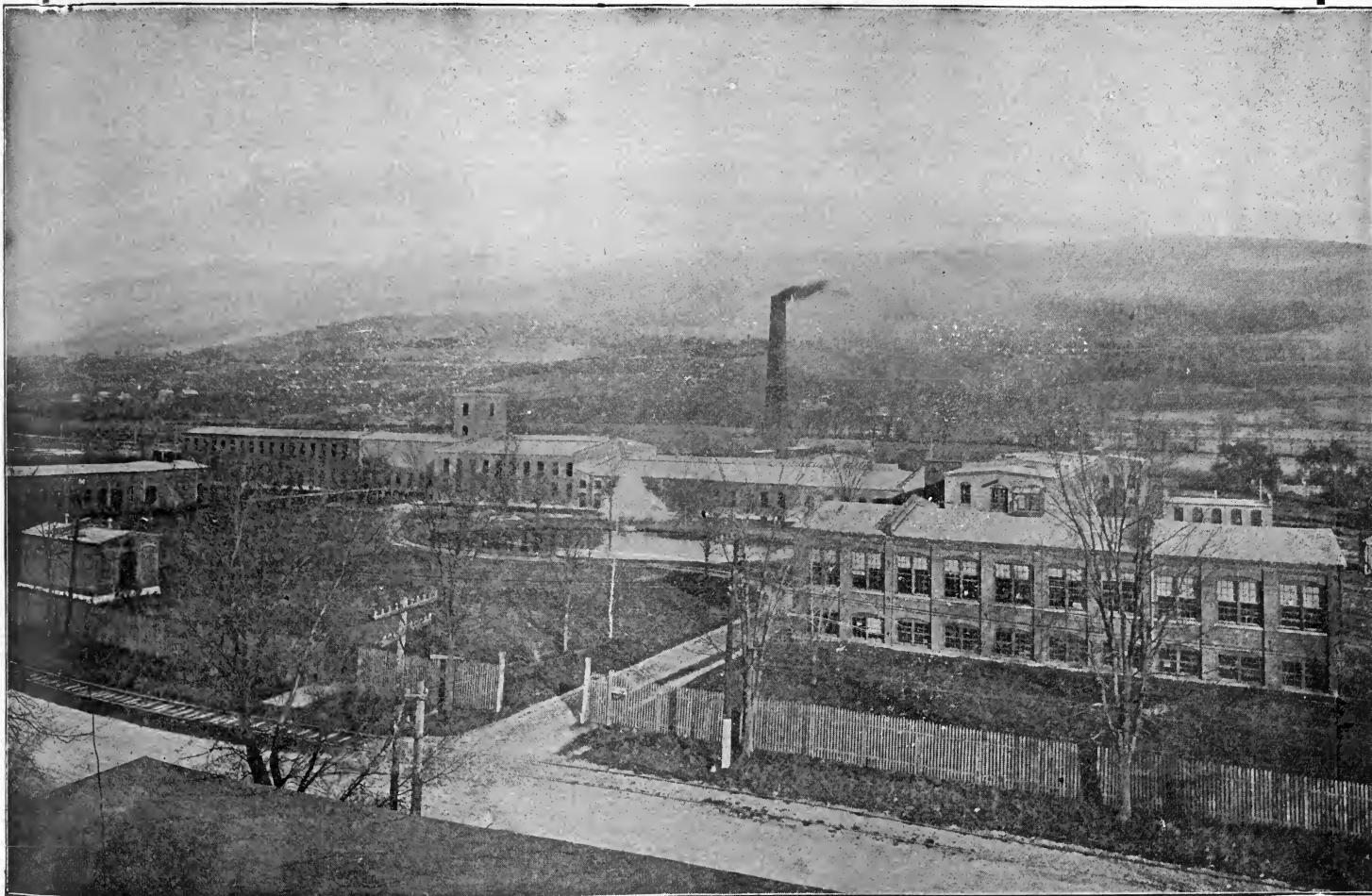
James Schwabacher, of the Schwabacher-Frey Stationery Company.—"Business is coming on nicely, this being, perhaps, partly due to the improved location, but also partly due to improved general conditions. They have certainly had a large increase in recent weeks, and have a lot of good business in sight for the fall and winter."

Mr. Patrick, of Patrick & Co.—"Business is picking up right along, and at present it is running rather above the average for this early in the fall."

The business of McNutt, Kahn & Co. is coming in in a steadily increasing stream. Mr. McNutt says that he is getting in better reports all the time from people in other lines of trade, and that the improvement in general business is certain to be followed by an increase in the office supply business. He hopes that the San Francisco office supply trade has passed through the last dull streak that it will come to in a long while.



made with three soft hinges as shown above; is mill made at our plant shown below.



We have just perfected an additional process which makes our loose leaf hinge more flexible than ever.

You get the benefit of the new hinge at the same old price. We believe we have a WINNER. Give us a chance to SHOW YOU.

Berkshire Hills Paper Co.

ADAMS, MASS., U. S. A.

Mr. Sparks, manager of the L. E. Waterman office in this city, thinks that business will be good all fall, the early opening having certainly made a good start for the new season.

Payot, Stratford & Kerr have noted an improvement in the tone of the office supply end of the trade since the late city election, and are inclined that the election has changed local conditions for the better very materially. People here now have more confidence in the stability of local affairs, and this will be reflected in a better fall and winter business.

F. W. Pitts, operating under the name "That Man Pitts," one of the city's leading social stationers, reports present trade very quiet in the leading lines of social stationery, but as the quiet season is about over, he is expecting better things very shortly. In looking over his books for the past few years he finds that September and October are usually quiet in his lines, and is encouraged to find that the volume of business for September of this year is better than that for September of last year.

C. M. Sadler, of Sadler & Co., leading jobbers of novelties, toys and stationery, says that they are simply rushed to death in some lines, particularly in the novelty and specialty lines. He says that the country dealers are simply enthusiastic over the outlook, and many of them are now buying with unusual freedom. As a rule, the country trade bought rather lightly last spring, but are making up for this now by buying early in more than average quantities.

Cunningham, Curtiss & Welch are just closing one of the busiest school-supply seasons they have experienced in a num-

ber of years, and are now getting ready for the regular fall season in general stationery lines. The demand for books due to the opening of the schools has fallen off, but already the regular fall demand for fiction and other books of a general nature is beginning to make itself felt.

Edward H. Mitchell, the San Francisco post card publisher, reports that he looks for a continued steady increase in the volume of his business. Notwithstanding the general slowness of the post card business as reported throughout the country, his trade has shown an increase throughout the year, and this increase will, he thinks, be still more marked during the next few months.

Carry-All Magazines Cabinet.

The news dealer has always felt the imperative need of some method or system that would carry his month's stock of the various publications and yet afford a means of displaying each of them in the limited space he may have allotted to this line.

The Lansing (Mich.) fixtures combine in a positive and practical way, features that have been lacking in all other forms of magazine display, namely, a large stock easily accessible to the customer; an attractive display on a small space and at a moderate price.

This fixture displays and carries a month's stock of each of the different publications the dealer handles. The rack is built up of metal sections, each section being 5 feet and 7½ inches wide and 10 inches deep, each pocket holding from 20 to 25 magazines.

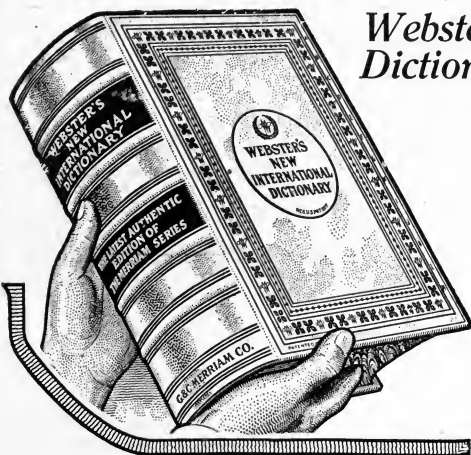
At the back of each pocket is an arm operated by a spring and so constructed that when a magazine is removed from the front

of the pocket, the arm pushes the remaining magazines forward into place. Note how the top of the magazine projects forward so it can easily be removed by the customer. This feeding mechanism, which forces the magazines forward, is simple, yet sure and effective in its working and absolutely fool proof. It is this feature which gives the fixture its immense capacity, unequalled by any other system.

The fact that the fixture is built in sections, separate and distinct in themselves, enables the dealer to enlarge his rack at any time by adding more sections to the width. The faces of the sections and entire front of the rack is finished in a rich copper oxidized metal; the ends of the rack in quarter-sawed oak or dark mahogany. It is a fixture that can be put in the finest store with pride. No other fixture made has ever offered such an ideal and perfect arrangement of magazines or has combined beauty and utility into such a splendid harmony as is offered in this construction.

This fixture is manufactured by the Gier & Dail Mfg. Co., of Lansing, Mich., who have probably developed more new ideas for displaying goods during the last two years than any other concern in the fixture business. They assert that this fixture is without question the most practical and complete of anything they have ever worked out. They are building it in any size desired to suit the purchaser, and claim that the advantages which it offers will enable the retailer to handle magazines on half the space he has formerly used and with greater convenience and increase of sales.

THE SUPREME AUTHORITY



A NEW CREATION

The Only New unabridged dictionary in many years. An Encyclopedia. Contains the pith and essence of an authoritative library. Covers every field of knowledge. The Only dictionary with the New Divided Page. 400,000 Words Defined. More than ever appeared before between two covers. 2700 Pages. 6000 Illustrations. Cost \$400,000.

G. & C. MERRIAM COMPANY,

Webster's New International Dictionary—The Merriam Webster

These are only samples of hundreds of unbiased and intelligent commendations from the highest sources which establish the standing of the New International as the SUPREME AUTHORITY.

New York Court of Appeals, Albany.

"An unsurpassed authority. The definitions are full and exact; the quotations to illustrate the definitions numerous and well chosen; the synonyms discriminating and accurate, and the entire work stamped with industry and learning."

Dr. C. H. Parkhurst, New York.

"An indispensable feature of the library of every man who either reads or writes."

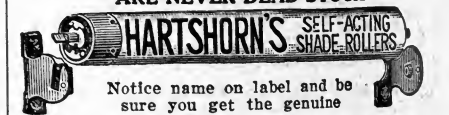
Sir Gilbert Parker, Novelist, London.

"A resource for the mind, and a court of appeal for the uncertain intelligence. I prize this great book with the miser's regard."

Write to your jobber for terms, etc., or address

Springfield, Mass.

HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK

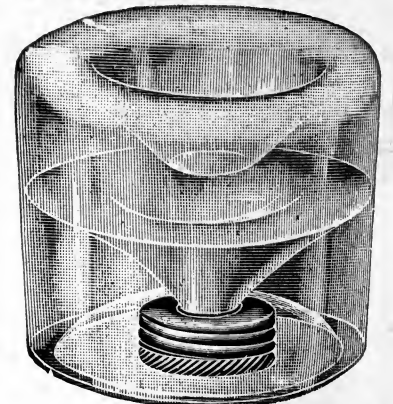


Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory. E. Newark, N. J.

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

THE NEW SELF OILING MODEL

Every wearing part now properly and automatically lubricated.

U.S. AUTOMATIC
Pencil Sharpener

This insures long life to Sharpener and lasting satisfaction to the user.



The everywhere maintained retail price is \$3.50 with 2 extra knives.

U.S. AUTOMATIC
Pencil Sharpener

For display purpose, we furnish the trade Sharpener mounted on pedestal as here shown. Send for this silent sales force.

We vigorously assist in developing your Pencil Sharpener business. Window display — circulars — electrotypes, etc., now ready for distribution. Send for them.

Pedestal is free— Sharpener is billed at established trade figure and expressage prepaid.

Automatic Pencil Sharpener Company, CHICAGO, ILLINOIS

30 E. RANDOLPH STREET
CHICAGO, ILLINOIS

Seventh Convention Stationers and Manufacturers

THOSE IN ATTENDANCE

(Continued from page 76.)

VISITORS REGISTERED IN ATTENDANCE.

A—Albert B. Abrams, New York City; H. S. Adams, Chicago, Ill.; John C. Adams, Buffalo, N. Y.; F. F. Aldes, Jamestown, N. Y.; Sol. A. Arons, New York City.

B—John T. Bailey, Boston, Mass.; S. T. Buckham, New York City.

C—Wm. L. Carpenter, Buffalo, N. Y.; Wm. T. Carpenter, Washington, D. C.; A. M. Claffee, Rochester, N. Y.; E. W. Christoffers, Hoboken, N. J.; Fred Cloke, Hamilton, Ont.; L. H. Conley, Buffalo, N. Y.; F. L. Coggin, Holyoke, Mass.; D. E. Condit, New York City; L. R. Coppage, Chicago, Ill.; Joseph E. Colton, Pittsfield, Mass.; Allen W. Cox, Brooklyn, N. Y.; H. C. Crum, Cleveland, Ohio.

D—W. L. Daniels, Adams, Mass.; A. C. Davis, Falconer, N. Y.; Chas. F. Dawson, Montreal; M. S. Dimmitt, Cincinnati, Ohio; Geo. E. Dyson, St. Louis, Mo.

E—C. H. Everly, New York City.

F—M. Fulda, New York City.

G—Andrew Geyer, New York City; Andrew Gillette, Holyoke, Mass.; R. W. Gordon, Jr., McKeesport, Pa.

H—H. E. Hamlin, Syracuse, N. Y.; E. Y. Horder, Chicago, Ill.; Thos. P. Halpin, Chicago, Ill.; Geo. E. Hewett, Park Ridge, N. J.; Robert A. Heim, Staten Island, N. Y.; J. H. Hildreth, Chicago, Ill.; Elmer M. Hill, Buffalo, N. Y.; P. A. Hoffman, Hastings, Minn.; A. M. Holbrook, Rutherford, N. J.

K—E. J. Kastner, Montreal; E. H. Ketchum, Jamestown, N. Y.; Chas. L. Keller, Buffalo, N. Y.

L—James T. Lacey, New York City; John Lamond, Boston, Mass.; Lawrence K. Landrine, New York City; A. S. Landsberg.

M—L. B. Mackenzie, Chicago, Ill.; R. C. Martin, New York City; Geo. W.

Meacham, New York City; Henry C. Miller, Milwaukee, Wis.; Frank O. Mittag, Jr., Park Ridge, N. J.; F. A. Montelius, Grand Rapids, Mich.; Harry L. Murdoch, Kansas City, Mo.; H. C. McPitor, Wabash, Ind.; Chas. M. McLeod, Syracuse, N. Y.

P—W. A. Pollock, Westfield, Mass.; E. F. Perry, New York City; R. C. Pierce, Dalton, Mass.; Emil Regensburg, New York City; Peter Reitzel, Pittsburgh, Pa.; T. W. Roberts, Cleveland, Ohio.

S—E. A. Shipman, New York City; Harry D. Shipman, New York City; W. E. Smith, New York City; B. F. Soule, Lynn, Mass.; H. A. Stacy, New York City.

T—Harry A. Tompkins, Rochester, N. Y.; Harry J. Tyndale, New York City.

W—Chas. H. Walden, New York City; Wm. H. Wallace, New York City; Frank Wilson, Buffalo, N. Y.; L. C. Wythe, Syracuse, N. Y.

Additional List of Visitors.

Chas. E. Bante, Albany, N. Y.; C. J. Buntell, Dayton, Ohio; Kenneth B. Clarke, New York City; A. Crusius, New York City; J. B. Irving, Kansas City, Mo.; T. H. Kennin, Kalamazoo, Mich.; James Logan, Worcester, Mass.; Evan Johnson, Chicago, Ill.; Wm. M. Pulford, New York City; William B. Sleigh, Springfield, Mass.; J. H. Schermahorn, Jersey City, N. J.; Nathan W. Tupper, Chicago, Ill.; E. P. Winter, Springfield, Mass.; Wm. H. Brooks, Philadelphia; Roland Altemus, Philadelphia; J. Gale Ebert, Parkersburg, W. Va.

Ladies Registered.

The following is a list of the ladies who were in Buffalo for the convention:

Miss Edith Abrams, New York City; Miss Emilie Abrams, Bronx, N. Y.; Mrs. John C. Adams, Buffalo, N. Y.; Mrs. John B. Aikman, Buffalo, N. Y.; Mrs. Rebecca Baer, Canton, Ohio; Mrs.

J. D. Baker, Frederick, Md.; Mrs. R. S. Bauer, Lynn, Mass.; Mrs. R. H. Baxter, Flatbush, N. Y.; Mrs. K. O. Bell, Richmond, Va.; Mrs. Charles S. Bellman, Toledo, Ohio; Mrs. A. E. Besser, Buffalo, N. Y.; Mrs. Lola M. Besser, Buffalo, N. Y.; Mrs. Oscar J. Besser, Buffalo, N. Y.; Mrs. S. T. Buckham, Brooklyn, N. Y.; Mrs. J. H. Bernheiser, Camden, N. J.; Miss Carolyn T. Byck, Savannah,

THE
EXCELSIOR
DIARY

Now Ready
For
1912

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

HAND STAMPING PRESS FOR SALE

price \$25 guaranteed and in first-class condition. Improved English type, of press capable of doing the finest registered and illuminated work. Address Box 697, care AMERICAN STATIONER.

WANTED with wholesale stationery house, position of any kind, fifteen years' experience with one house, now employed. Best references. Address Position, care American Stationer.

WANTED by Colorado house, experienced solicitor who thoroughly understands lithographing, blank books and commercial stationery. Address Solicitor, care American Stationer.

A FIRST CLASS and energetic young man wanted to take charge of our stationery department. Please give age, experience and salary wanted. Robert Clarke Rook Store, Stewart & Kidd Co., Cincinnati, Ohio.

AGENTS WANTED to sell manufacturers' line of high grade tablets, etc., to sell both the retail and jobbing trade on a commission basis. References with reply. Address P. P. C., care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.



Headquarters For
DIAMOND BRAND
TIP TOP BRAND
SPECIAL BRAND
ARCH BRAND
TYPEWRITER RIBBONS AND
CARBON PAPERS

THE S. T. SMITH CO.

11 BARCLAY STREET

NEW YORK CITY

Headquarters for Manifold Flimsies, also a complete line of Typewriter Linen Papers, etc.



Telephone
Barclay 5922.



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

ARTISTS' MATERIALS and DRAUGHTSMEN'S SUPPLIES

"Fabriano" Drawing and Water Color Papers. Superior to any other hand-made papers on the market.

"Fabriano" Charcoal Papers made in twelve tints. Write for sample books.

Largest assortment of **Mathematical Instruments** for schools and colleges, comprising all qualities from the cheapest grade to the finest Riefler and Richter brands.

SCHOOL WATER COLORS

General Catalogue of Artists' Materials, Vol. 325, Mailed on Request

Seventh Convention Stationers and Manufacturers.

Ga.; Miss L. M. Camplin, Niagara Falls, N. Y.; Mrs. D. W. Camplin, Niagara Falls, N. Y.; Mrs. W. L. Carpenter, Buffalo, N. Y.; Mrs. L. H. Conley, Buffalo, N. Y.; Mrs. W. J. Chaplin, Boston, Mass.; Mrs. F. L. Coggins, Springfield, Mass.; Miss Josephine Coggins, Springfield, Mass.; Mrs. J. E. Colton, Pittsfield, Mass.; Mrs. D. E. Condit, New York City; Mrs. John A. Condit, Buffalo, N. Y.; Mrs. C. E. Falconer, Baltimore, Md.; Miss Mary Falconer, Baltimore, Md.; Miss Helen Guild, Boston, Mass.; Mrs. Andrew Geyer, New York City; Miss A. J. Herr, Lancaster, Pa.; Mrs. L. B. Herr, Lancaster, Pa.; Mrs. F. B. Hoole, Buffalo; Miss Joy L. Horder, Chicago, Ill.; Mrs. Minnie J. Janes, Roseville, N. J.; Mrs. W. Gifford Jones, Chicago; Mrs. Charles L. Keller, Buffalo; Miss R. Langstadter, New York; Miss Esther Langstadter, New York; Mrs. Charles A. Lent, Brooklyn; Mrs. M. Lockwood, Buffalo; Miss Alice Lockwood, Buffalo; Mrs. Gus A. Meyer, Chicago; Mrs. J. W. R. Merckle, Brooklyn; Miss Kathryn Muller, Jersey City; Mrs. John Maine, New York City; Mrs. F. A. Montelius, Grand Rapids, Mich.; Mrs. R. D. Moore, Cincinnati; Mrs. John A. Nichols, Williamsport, Pa.; Mrs. Abner K. Pratt, Buffalo; Mrs. W. F. Purnell, Sacramento, Cal.; Mrs. H. W. Roger, Maplewood, N. J.; Mrs. E. Regensberg, New York; Mrs. August N. Ritz, Milwaukee; Mrs. Harvey P. Rockwell, Rochester; Mrs. S. S. Rosendof, Richmond, Va.; Mrs. Jacob F. Smith, Buffalo; Mrs. C. E. Sheppard, New York; Miss Elizabeth M. Smith, Jersey City; Mrs. C. H. Shields, Toledo; Mrs. G. Sengbusch, Milwaukee; Mrs. Welsley A. Stanger, Evanston; Mrs. W. E. Smith and daughter, Jersey City; Mrs. Harry D. Shipman, New York; Mrs. A. F. Stoll, Trenton, N. J.; Mrs. C. E. Stuart, Canton; Mrs. Daniel Sutter, Rochester; Mrs. Frank B. Towne, Holyoke, Mass.; Miss Ruth Wilson, Buffalo; Mrs. O. H. L. Wernicke, Grand Rapids; Mrs. Charles C. Walden, Brooklyn; Mrs. R. W. Weisenborn, New York; Mrs. Henry C. Weiser, Buffalo; Miss Nellie Wolf, Baltimore, Md.; Mrs. M. W. Wolf, Baltimore, Md.; Mrs. Du Monte A. Whiting, Buffalo; Mrs. Willis P. Whiting, Buffalo; Mrs. E. J. Weis, Toledo, O.; Mrs. Ralph B. Wilson, Chicago; Mrs. J. Herbert White, Buffalo; Mrs. W. J. Youmans, Cincinnati, Ohio.

Entertainment for the Ladies.

Many delightful social functions radiated from the registration rooms of the visiting ladies on the second floor of the Hotel Statler during convention week. As at previous conventions the local ladies' committee provided for the social entertainment of the ladies who accompanied their husbands and other relatives to Buffalo. The local Ladies' Committee consisted of: Mrs. Millington Lockwood, chairman; Mrs. John C. Adams, Mrs. John B. Aikman, Mrs. Otto J. Besser, Mrs. Charles B. Bleyler, Mrs. W. L. Carpenter, Mrs. John A. Condit, Mrs. H. D. Fisher, Mrs. C. G. Grauer, Mrs. Louis F. Houpt, Mrs. Wilbur E. Houpt, Mrs. Henry G. Weiler, Mrs. J. Herbert White, Mrs. DuMonte A. Whiting, and Mrs. David F. Williamson. Ralph S. Bauer, Richard B. Lockwood and Charles K. Wadham were assistants to the ladies.

LADIES AT TRAVELERS' NIGHT.

Following the routine registration on

VENUS

PERFECT PENCILS

VENUS PENCILS

CONTAIN THE SMOOTHEST, MOST DURABLE, EASIEST ERASING AND MOST PERFECT GRADED LEAD MANUFACTURED.

VENUS PENCILS

ARE MADE IN SEVENTEEN DEGREES FROM 6B, SOFTEST, TO 9H, HARDEST, WITHOUT THE SLIGHTEST VARIATION IN QUALITY.

VENUS PENCILS

MAY ALSO BE HAD WITH COPYING LEAD IN TWO DEGREES—MEDIUM AND HARD—THE FINEST COPYING LEAD MADE.

VENUS PENCILS

ARE ABSOLUTELY GUARANTEED TO BE THE BEST BLACK AND COPYING PENCILS MADE ANYWHERE IN THE WORLD.

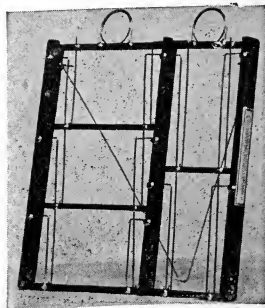
VENUS PENCILS

ARE SOLD BY ALL THE LEADING JOBBERS.

AMERICAN LEAD PENCIL CO.

75 WEST 4th STREET, NEW YORK

173 LOWER CLAPTON RD., LONDON, N. E.



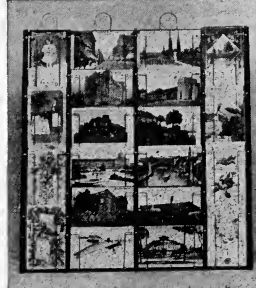
Patent No. 907,611.

CARD DISPLAY CABINETS

Learn the merits of the HOME card display cabinets, and you will know of the best thing made in this line. Many sizes and styles, counter, wall and floor cabinets, from 5 to 820 pockets. Get our catalogue.

HOME SPECIALTY CO.

2137 Hanna St., Fort Wayne, Ind.



Easel 20 Pockets.

Seventh Convention Stationers and Manufacturers

Monday morning and afternoon, the ladies were entertained by the Traveling Men's Night Committee at a Surprise Party on Monday night. Through special arrangements the ladies were given seats in the balcony boxes of the grand ball room on the second floor of the Hotel Statler and they enjoyed the entertainment as much as the delegates who had seats at tables on the main floor. On Tuesday afternoon, the Ladies' Committee of the Buffalo association entertained the visiting ladies by an automobile tour through the Buffalo parks and residence section. The Historical Society, the Albright Gallery of Art, the site of the Pan American and many other interesting places in the great Delaware Park were visited. The Roycroft Shops in East Aurora and the Fra Albertus, known throughout the world for his oddity and keen sense of humor were visited on Wednesday by the visiting ladies. The ladies were taken by the Fra through the Roycroft Inn and shown the various interesting places in connection with it. The annual banquet on Thursday night was also attended by the ladies and on Friday the ladies accompanied the delegates on a trip to Niagara Falls and through the great Gorge of the Niagara on a special train. Dinner was served at the Falls in the evening. Besides these social privileges, many of the ladies spent the morning sightseeing and there were many words of appreciation for the generous hospitality extended by the Buffalo ladies.

During the convention, these ladies registered at the ladies' registration rooms in the Hotel Statler:

Side Lights of the Convention.

Wonder who the 23 members were who skipped out without leaving their lunch ticket with the waiter on Tuesday noon!



MRS. MILLINGTON LOCKWOOD,
Chairman, Ladies' Entertainment Committee.

"Dad" Cooper, of Pittsburgh, who is the second oldest member of the Association, went to the convention in his automobile. He has been traveling since 1860 and rep-

resents the Uncle Sam Cooper Stationer of Pittsburgh.

Uncle George Olney, after winning a big poker game on Monday lost all his money to a couple of young salesmen the next night. Cheer up George, better times are coming.

The Buffalo members of the organization wore neat blue buttons bearing the inscription, "I live here. Ask me. Buffalo Chamber of Commerce and Manufacturers' Club."

Wonder who the lady was, when T. W. Norcross replied, "Tell her to wait a half an hour," when a messenger told him he was wanted on the telephone during the "Gettogetherfest" on Monday night.

F. R. Straub, of the Otto Ulbrich Company, of Buffalo, had a hard time accounting for all the delegates as they passed into the banquet hall on Monday night.

"Outsiders and buyers (Byers), said Master George Olney in beginning his speech on Monday night. It was Traveling Men's night, Salesmen's night and Byers night.

P. G. Underwood, of "Moore-Push" tried fishing in the hills of Pennsylvania a few weeks ago and the biggest catch he made was a wife. He was elated with his outing, and showed that Philadelphians are not so slow after all.

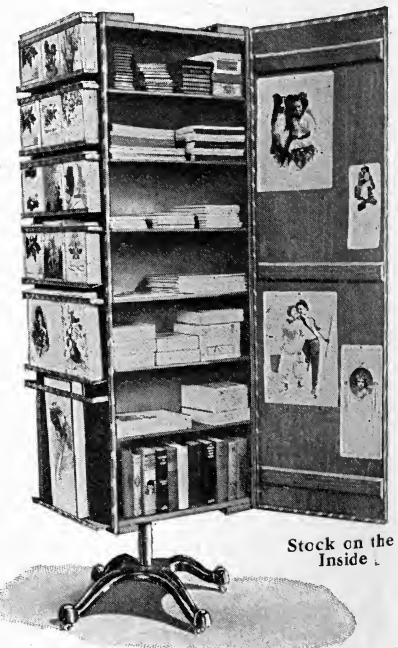
WE MAKE FIXTURES



No. 251
Stationery, Books, Sundries

For the goods that you have never known where or how to display, the lines that you have had to keep stored away in cupboards or cases where they were never seen or sold. Our fixtures are so constructed that you display the goods on the outside and carry the stock on the inside, thus saving every inch of space to the best advantage. One of our cabinets occupying two square feet of space will display and carry as large a stock as can be carried on a table ten feet long. Over 100 styles for stationery, magazines, books, sundries, etc.

Write for catalog.



Stock on the
Inside

No. 81
Each pocket holds 25 magazines fed forward
by automatic arms

THE GIER & DAIL MFG. CO., 210 Grand St., LANSING, MICH.

DUPLICATING MACHINES.

The A. B. Dick Co. of Chicago a Specialist in Originating and Supplying Office Necessities—Profitable Agency Proposition.

Reference has many times been made in THE STATIONER to pioneers and originators of certain necessary office machinery, particularly those connected with duplicating processes, etc. In the articles referred to the name of the A. B. Dick Company occupied considerable space. Only a short time ago a news item in these columns recorded the fact that the company had to increase its facilities about 100 per cent. in order to take care of the growth in its business.

GOODS UNEXCELLED SERVICE.

A concern that makes goods for which necessity finds a demand, must make goods that the public will use because of the advantages gained in doing so, and it must mean, if they attain special success, that they produce and give quality and give unexcelled service. The reputation of the Dick company and its goods encircles the globe, and it is self-evident that a very strong reason must exist for it. A lasting and growing success must naturally be based on a solid foundation, and every step added must be built of equal material or else there would be a collapse.

STATIONERS HAVE CONTRIBUTED TO ITS SUCCESS.

The readers of THE STATIONER are the class of people who have done their share in the success of the A. B. Dick Company, as the proposition of the company is an agency one, and mostly stationers and office supply houses are its representatives. Such readers are, therefore, as a whole, at least fairly well posted on its products, and many of them exceedingly so. An extended description of its products is therefore not necessary.

A DESCRIPTIVE CATALOGUE FOR THE ASKING.

The company will, of course, be very glad to furnish anyone, on request, a descriptive catalogue, with illustrations and prices of its products, or separate and more

detailed literature of any one or more devices desired. Under its present policy it is in position to offer for still open territory, a very interesting and profitable agency proposition. It has four devices of unexcelled merit, which are so closely allied that one cannot only handle them with the greatest intelligence and at least expense, but thousands of business concerns can very advantageously and profitably use all of these devices. An agent, therefore, has four chances to one to sell at least one article as compared to an agency for but one device from one concern, and great chances to sell all of them to one house.

ITS PERFECT DUPLICATING MACHINES.

The company has duplicating machines of the stencil process and type-ribbon kind so it can satisfy the most pronounced critic of duplicated work, and meet both the small and large user, and those who insist on actual typewriter work. The mimeograph in particular has been one of the best known and most successful advertising means extant, and it has contributed greatly to the success of thousands of users, has helped general advertising, and aided general commercialism in such upbuilding. Circular letter advertising is its most profitable use, but there are a thousand and one other uses for it.

MIMEOGRAPH HAS WIDE SCOPE.

A great many users, however, do not fully realize its full scope, and so do not get the full benefit of its use when they might do so. The company has a service department to aid in getting the best results, and to offer suggestions for its use. The time is rapidly coming when practically all users will better realize its full capacity, and so use it for more kinds of work and thereby get greater benefit. The company's type-duplicator does actual typewriter work, the only difference being in the operation and in the Planotype printing one whole letter or form is printed with but one impression of the roller instead of printing but one character at a time, as on a typewriter. Its original feature for preventing the bruising and breaking of type and the cutting-up of ribbons,

the ease and simplicity in setting and distributing type, and then the highest possible quality of work any machine can produce, should be specially appealing to the user, and make it a good proposition for the agent. With the two processes and such high grade machines an agent should easily be able to meet any demand and any competition, and build up a successful agency.

ALSO SELLS AUTOMATIC FOLDERS.

All such printed matter, especially when in large quantities, are a problem to fold by hand when sent through the mail. The company's automatic folders solve the problem of troubles and inconveniences, do as much work as from five to ten hand folders, and reduce the cost of folding by leaps and bounds, in some cases as much as 90 per cent. These three devices are closely allied in every way.

Pencils are used in all offices. All pencils must be kept sharpened so they can be used. The old method is a pen-knife. The A. B. Dick Company's planetary pointer has been sold so long and to such a very large extent, is listed in so many catalogues, known and handled by so many that a description would be futile. It is a very large seller, and no doubt will continue so.

The busy fall season is well under way. This is, therefore, a most opportune time to consider agencies, and for present dealers to go more actively after the business. As to the plant of the A. B. Dick Company, and new late addition, it has every modern facility to produce the goods and to serve the public with the kind of service that is recognized. Attention is called to the company's advertisement in this Convention Number of THE AMERICAN STATIONER.

In order to be a success a trade paper must help its subscribers—Let us know how we can serve you.

For
The Desk

THE
EXCELSIOR
DIARY

**You Cannot Sell What You Haven't in Stock**

If you are not carrying a sample line of our

Cash Boxes, Bond Boxes, Document Boxes, Voucher Files, etc.,

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co.,

-

Durham, Conn.

CHICAGO NEWS

**Many Buyers in Town the Past Week—
Some Trade Changes, Enlargements and
New Departments—The Visitors.**

Western Publication Office,
THE AMERICAN STATIONER,
431 So. Dearborn St., CHICAGO, October 6, 1911.

The Chicago stationers have been busy the past week getting their affairs in shape to enable them to attend the annual meeting of the National Association of Stationers and Manufacturers in Buffalo the coming week. The party, which left on the Michigan Central at 10 o'clock, was an enthusiastic bunch and they were planning to have a good time as well as a profitable one. The arrangements were perfected permitting the larger number to stop over in Detroit until 4 p. m. tomorrow. Some few went right on through, as it was necessary to be in Buffalo the first thing Monday morning. Among the latter was Fletcher B. Gibbs, chairman of the National Catalogue Commission and special delegate of the Chicago Stationers' Association, who was required to be in Buffalo on Monday to attend a meeting of the executive committee of the National Association.

BULLETIN ON PENHOLDERS MAILED.

The National Catalogue Commission this week mailed to members the bulletin on penholders, which completes its work for the year. The local members have had a great deal of extra work the past few weeks, the final report being prepared ready for submission prior to the departure for Buffalo.

BURR-VACK CO.'S STORE ENLARGED.

The Burr-Vack Company's store on Wabash avenue has been enlarged by the leasing of additional space, which gives double the room heretofore occupied by them. This move is made necessary by the increasing business of the firm and for the additional reason that they have taken on the territorial agency for the Weis line of office furniture and appliances, of Monroe, Michigan. The enlarged space gives the company, among other advantages, a very large and fine window space for display. It further greatly adds to their facilities for the transaction of the company's business.

EATON, CRANE & PIKE SEEKING QUARTERS.

The Chicago headquarters of the Eaton, Crane & Pike Company, under the able direction of Harry S. Adams and the assistance of his excellent sales force, has grown to such an extent that they are forced to look for larger quarters, into which they will move when found. Two or three locations are being investigated and a decision will be made at an early date regarding the new location.

Chas. Moyer, of the Moyer Stationery Company, of Omaha, passed through Chi-

cago today en route to New York. He will attend the meeting of the National Association while in the East.

E. E. Blankemeyer, representing the Weis Mfg. Co., of Monroe, Mich., arrived in the city yesterday on one of his regular trips.

TO ADD FINE STATIONERY DEPARTMENT.

The Edholm Jewelry Co., of Omaha, Neb., is just adding a department to be devoted exclusively to fine stationery and engraving.

John T. Gilmartin, of the H. S. Crocker Co., of San Francisco, passed through Chicago this week on his way to New York, planning to remain in the East about thirty days before returning home. His business is that of buyer for the big 'Frisco concern.

T. K. Brownell, of T. K. Brownell & Co., of New York, is hustling after orders here this week, and from all reports is catching up with them regularly.

W. F. Purnell, bookseller and stationer, of Sacramento, Cal., stopped off in Chicago for a few days this week on his way to New York. Mrs. Purnell accompanies the gentleman on his trip.

James G. Johnson, of the Monarch Stationery Company, who with his bride has been on a trip of a month through the East, is expected to return Monday. He has visited many of the large Eastern cities on his trip.

A NEW FIRM OF COMMERCIAL STATIONERS.

The John A. Peck Stationery Company is a new firm of commercial stationers located in the Commercial Building, Cleveland.

Harry J. Wood, assistant manager of the Plimpton Division of the United States Envelope Company, is calling on the trade here this week.

Harry S. Adams has just returned from a trip to Kansas City and Omaha and reports that business at both these points has been exceptionally good the past thirty days, with indications of still further improvement.

H. C. Rustad, a stationer of Delevan, Wis., was on a buying trip to the city this week.

A. C. Dettloff, of Riester & Dettloff, Chippewa Falls, Wis., was buying stationers' supplies here this week.

H. C. Wilson, of Waterville, Kansas, was another buyer in the city this week.

Uncle George Olney, the pioneer salesman with the Irving-Pitt Mfg. Co., of Kansas City, writes that he will call on the trade October 18.

H. J. Smith, of H. J. Smith & Bro., Macon, Wis., stationers of that city, was calling on friends in the trade here this week.

C. G. Dulling, of San Antonio, Texas, a stationer of that hustling city, was buying goods in Chicago this week.

Sam Mayer, manager for the Joseph Dixon Crucible Co. in Chicago, journeyed

East ahead of the "bunch," but he will be on hand at Buffalo all right at the tap of the gong and remain until the "also ran" reaches the wire.

Mr. Mauro, of Mauro & Wilson, Burlington, Iowa, was one of the large number of outside buyers who was purchasing goods in Chicago this week.

Considerable favorable comment was heard regarding the convention number of "the Scribe," the house organ of the Carters Ink Co., which contains the programme of the National Association as well as some well written articles on live topics, including one by President Falconer. The number is for general distribution at the convention.

Henry E. von Wedelstaedt, of Henry E. von Wedelstaedt & Co., the well-known St. Paul stationers, greeted his many friends in the trade here yesterday and today on his way to Buffalo. THOMPSON.

Superintendent of Production.

President Wilson of the C. S. & R. B. Company announces another important change in the C. S. & R. B. organization, which is sure to mean better service to the company's trade.

M. B. Sargent, who for the past year has been superintendent of the company's rapidly growing metal department, has been made general superintendent of the entire plant. Mr. Sargent will have full charge of the production end of the business, and will be responsible for the conduct of the new quick service system which Mr. Wilson will inaugurate with the De Luxe line.

Mr. Sargent is a man of broad manufacturing experience, accustomed to the handling of big problems, having been connected with the manufacturing end of the typewriter business prior to his connection with the C. S. & R. B. Company. He was sent to France by the Remington-Sholes Company several years ago, and installed the first typewriter manufacturing plant in Europe. This is now the largest and most successful typewriter factory on the continent, a fitting monument to the splendid work of Mr. Sargent in organizing and training an entirely green force of men in a new line. He has accomplished much for the C. S. & R. B. Company as superintendent of the metal department, having installed a wonderful metal stock room, with a comprehensive system of keeping and finding the thousand and one parts to the various devices, so that deliveries, which a few months ago were a matter of a week or ten days, are now possible in a day's time.

There is no question that this thoroughgoing executive will make good to the fullest extent in his new position.

Send us in samples of your window show cards—Others would like to see them.



The Old Stand-by
which Protects You
and Your Profits

LAVETTE'S
PATENT



Photo Mailing Envelope

FOR PHOTOGRAPHS, FANCY CARDS, XMAS CARDS AND EASTER CARDS

PAYS YOU 150% PROFIT

And has done it for 20 years for all who have handled it. Why not stick to a good thing? What's the use to handle a cheap, unsatisfactory envelope when you can get a first-class envelope for the same money?

These envelopes are composed of fine 60-lb. Manila paper, reinforced by two separate pieces of pulp board, one on each side. The cut represents the envelope open with photograph laid in. Fold over back marked B and seal with gummed flaps A.

REGULAR STOCK AND PRICES.

Cabinet Size	Dimensions	Price per M.	Price per 100	No. in Box
No. 2	4½ x 7 inches	\$10.00	\$1.00	100
No. 3	5¾ x 7¾ inches	15.00	1.50	100
No. 4	6 x 8½ inches	25.00	2.50	100
No. 5	8¾ x 10¾ inches	35.00	3.50	50
No. 6	6 x 10½ inches	25.00	2.50	100
No. 7	8½ x 11½ inches	35.00	3.50	50
No. 8	8¾ x 13 inches	35.00	3.50	50
No. 9	7 x 9½ inches	25.00	2.50	100
No. 10	12 x 14½ inches	45.50	4.55	50
No. 11	9 x 12 inches	37.50	3.75	50

Look up your stock on above, and, if low, send in your orders ANY SPECIAL SIZES MADE TO ORDER IN LOTS OF 1,000.

PRICES ON APPLICATION.

FOR SALE BY ALL JOBBERS

Some time ago I placed this Display box on the market and find a great demand for it. It is made of very heavy board, Maroon color, and printed in Gold letters, as shown in cut, contains one dozen each No. 1, 4½ x 7 inches, No. 2, 5¾ x 7¾ inches, No. 3, 6 x 8½ inches, No. 4, 8¾ x 10¾ inches, No. 8, or special, 7 x 9½ inches. It is very attractive and takes up very little space.

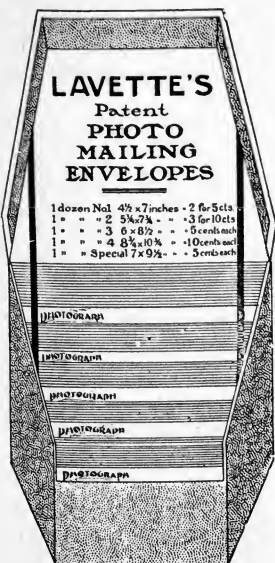
ORDER A BOX FROM YOUR JOBBER.

H. C. LAVETTE

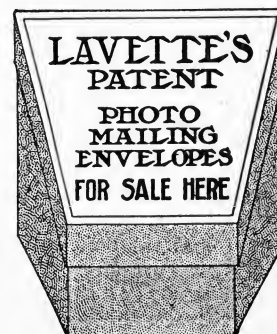
PATENTEE AND SOLE MANUFACTURER

333 S. Clinton Street

CHICAGO



OPEN



CLOSED

Price per box containing 60 envelopes, \$1.75 or 1 Doz. each of 5 Different sizes.

GOOD BUSINESS

Boston Stationers Find Trade Exceptionally Good—An Early Fall Has Increased the Demand—Hallowe'en Windows.

New England Office,
THE AMERICAN STATIONER,
127 Federal St., Boston, October 10, 1911.

While the interest of the stationery trade at large is chiefly centered this week in the convention at Buffalo, there are sufficient numbers of the regular members of this section among the "stay-at-homes" who will no doubt endeavor to do a thriving business, though there will be some handicap, a legal holiday (Columbus Day), which comes on Thursday of this week and makes one less business day for the week. General business among the local stationers continues to be exceptionally good, and this is further helped by the fact that we have experienced the arrival of an early fall, which has given an impetus to business in every direction.

Mr. Wilson, general manager of the Essex Pad & Paper Co., of Holyoke, Mass., called on several members of the local trade last week, the first time for three months, as he has been confined to his home through an operation for appendicitis.

D. C. Cahalane, representing Cushman-Dennison Co., of New York, made his usual rounds of the local trade during the past week, and was most elated with the reception he received among them.

C. H. Kingsbury, of Keene, N. H., a real live stationer, and who is rapidly becoming one of the leaders in New England, was here during the past week buying for the needs of his store.

H. B. Pinkham, of the Celebrity Art Co., of this city, is on a several weeks' trip carrying a full line of the latest art productions of his house, during which time he will visit the stationers of New York, Philadelphia, Washington and Baltimore.

J. H. Heinman, representing A. A. Vantine & Co., of New York, spent several days of the past week displaying a line of imported novelties to the local trade.

Among the traveling men to call on the trade the past week were J. A. Thanhauser, representing S. Thanhauser, of Philadelphia; W. H. Nelson, representing Whitcomb Envelope Co., Worcester, Mass.; J. A. Sherman, of the Sherman Envelope Co., Worcester, Mass.; H. L. Cooper, representing the Pomeroy Ink Co., of Newark; M. Norton, representing Gerstendofer Bros., of New York; A. B. Brainard, of the American Pad & Paper Co., Holyoke, Mass., and L. S. Hamburger, representing Edwin Stern & Co., Inc., art publishers of Philadelphia.

ATTRACTIVE WINDOWS OF THORP & MARTIN CO.

Few concerns take as great an advantage of the possibilities of window displays as Thorp & Martin Co., of this city. The windows are changed frequently, they em-

ploying a young man, Mr. Belanger, to look out for this feature of their business, and that he does his work intelligently is evidenced by the attractive windows this firm always has. Whatever occasion arises Thorp & Martin Co. are always certain to have a window display apropos of the event. In connection with the exhibition of New England products now going on at Mechanics' Hall they have arranged a display of stationery products made exclusively in New England, which consists of stationers' tinware made by the Merriam Mfg. Co., of Durham, Conn.; inks and

Sengbusch company, whose general offices are in the Montgomery building, Milwaukee, Wis., has been extolling the merits of its line in a large number of magazines and trade journals without cessation, and it is today the most advertised inkstand before the public. Mr. Sengbusch has long been convinced that no other inkstand can compare, and the trade has long since coincided with his opinion, as attested by the large trade it enjoys and the ever increasing demand.

Many prominent users, such as large corporations and thousands of banks, together



A WINDOW OF SEGBUSCH SELF-CLOSING INKSTANDS IN A LOS ANGELES, CAL., WINDOW.

mucilages made by the Wm. A. Davis Co., of Boston, Mass., and Carters Ink Co., of Cambridge; clips by the New England Pin Co., of Winsted, Conn.; Lyons' Non-Gum-mable Glue, made by the Lyons Co., of Boston, and several others. The display is one which does credit not only to the concern making it but the manufacturers whose products are represented by it.

A. A. TANYANE.

Sengbusch Self-Closing Inkstand.

The most practical inkstand ever invented can unquestionably be applied to the Sengbusch self-closing inkstand with more sound reasons than any other inkstand now on the market. For a great many years the

with nearly all of the large railroads, are using the Sengbusch inkstand exclusively, and the company can show testimonials from important concerns in every State in the Union.

The Sengbusch line consists of numerous models and many handsome designs, and one of its most successful numbers is No. 6. This number can be used upon the desk as well as set into the desk or base. No. 7 can also be used in this manner. The Sengbusch company has recently gotten out a new catalogue. This little booklet shows the entire line, and will be gladly sent to anyone in the stationery trade that is interested.

Subscribe for THE STATIONER—It pays.



It won't leak

MOORE'S THE ORIGINAL NON-LEAKABLE FOUNTAIN PEN

*Makes a
Satisfied Dealer.*



¶ The class of merchandise most likely to make a satisfied dealer is the kind that shows up well in his sales book. But there's even greater satisfaction when the sales carry with them the assurance of satisfied customers.

¶ Moore's Fountain Pens are popular with dealers everywhere because:

- 1st. They are profitable.
- 2nd. They have many selling qualities.
- 3rd. There is always a big demand for them.
- 4th. They make satisfied customers.

¶ People like Moore's because it can be carried around without the slightest possibility of its staining their clothes. The screw cap prevents even the smallest particle of ink from escaping. Unlike other pens it can be relied upon to write with the first stroke. The ink flow is always free and even. It is the easiest pen to fill—simply remove the cap. No joints to get out of order.

¶ The demand for Moore's pens is to-day greater than ever. What are you doing to supply the demand?

ADAMS, CUSHING & FOSTER

168 DEVONSHIRE STREET, BOSTON, MASS.

Selling Agents for AMERICAN FOUNTAIN PEN CO.

An Additional Source of Profit

There are a good many stationers in different sections of the country, who might materially increase their incomes with practically no additional investment and a minimum of trouble, by installing as a side line an assortment of periodicals, illustrated weekly newspapers and monthly magazines.

There are two excellent reasons why periodicals should prove a most profitable side line for the average stationer. In the first place they attract a large number of additional people to the store, who are reasonably certain to make purchases of other articles, when they come to buy newspapers and magazines.

The dealer who can get several score of customers to calling at his store regularly once or twice a week for their favorite weekly papers, and once or twice a month for their favorite magazine, is unquestionably going a long ways in the direction of expanding his regular trade.

The vast majority of men are to a great extent creatures of habit, and if they get in the way of calling at a store regularly for periodicals, they are certain to drop around at other times for many staples sold only by stationers.

The American News Company, which

has branches and supply depots in all sections of the United States, is prepared to furnish full particulars as to the conditions upon which periodicals are supplied, the return privileges and other details. The American News Company will, upon application, furnish any live stationer with full information as to how a most profitable news and periodical department can be installed, which is bound to largely increase the profits of the dealer without either risk or expense to the dealer. The company's address is 9-15 Park place, New York.

Paul E. Wirt Fountain Pen

The Paul E. Wirt Fountain Pen Company, Bloomsburg, Pa., has been doing a fine business, and up to the first of the month were considerably ahead of the corresponding period for last year. Business kept coming in so that the company was obliged to keep its factory open nights in order to get the work out on time. After all, it is only natural that this should be so, for the Wirt pen has long passed the stages of being a mere experiment, but has shown itself to be a very meritorious writing instrument. Furthermore the line is one that is advertised extensively in

magazines, and is very large, comprising 300 styles in standard-regular and self-filling, covering every possible requirement of the user.

The company also helps the retailer in furthering sales by supplying display outfits with any assortment from one to 50 designs, together with signs and advertising matter which can always be had for the asking.

The pens are sold unconditionally guaranteed, which means something when the high reputation of the manufacturers is taken into account. The company is always glad to hear from dealers who would like to know more about the line, and any requests sent in to them for such information will be looked after promptly.

Marcus W. Wolf & Co.

Supplying its trade with up-to-date novelties has been one of the characteristics of Marcus W. Wolf & Co., of 204-6 West German street, Baltimore, Md. This enterprising spirit has made the concern's store a center of interest, as there is always something new to be seen there. Attracted by its progressive atmosphere, customers not only look over the special lines in season, but find in the "Wolf" staples extra value for their money.

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

A. L. SALOMON & COMPANY

Wholesale Stationers

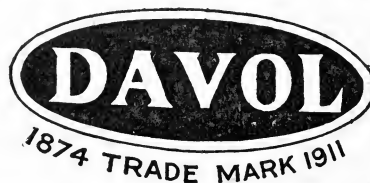
Aluminoid Pens

345-7 BROADWAY, NEW YORK



"THE HOME OF THE HIGHEST GRADE LINE OF RUBBER GOODS MADE"

RUBBER



BANDS

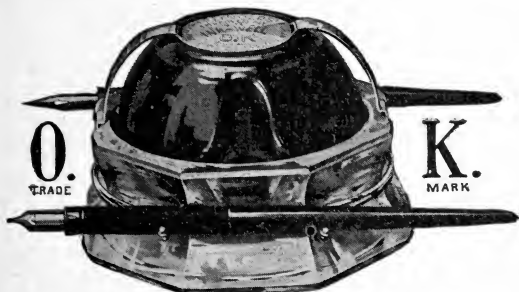
QYou cannot afford to stock up on rubber bands without first dropping us a line and getting our prices and samples. Any rubber product bearing the trade mark "Davol" is the standard by which rubber products are judged, and you certainly desire the best. Our products bear our absolute guarantee.

THE DAVOL RUBBER CO., - Providence, R. I.

THE O. K. MANUFACTURING CO. TWO NEW LINES

MR. DEALER

We here present illustrations of our two new lines, THE REYNOLDS' IMPROVED PATENT INK-WELL and FREDERICK'S PATENT ADJUSTABLE SANITARY ERASER in connection with our regular line of WASHBURNE'S PATENT "O. K." PAPER FASTENERS. This style of Ink-well and Pencil Eraser has been called for times without number but has never before been produced at any time or any place. **THEY SHOULD INTEREST YOU.**



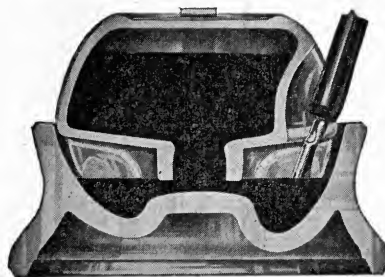
No. 1-B 1-2 Natural Size

This INK-WELL, which, as shown, is provided with two small wells on opposite sides of the base, one being of the right depth for a stub pen and the other of the right depth for the ordinary long pen. These wells are both constantly supplied with fresh ink from the air tight reservoir above. As the ink is used it is fed down from the reservoir in such quantities as to keep the ink in each well at its normal depth at all times. Therefore, FRESH INK is provided without waste and without liability of OVERLOADING the pen, and, the result is clean paper,

clean penholder and clean hands, with no waste of ink from any source whatever.

This ink-well is constructed of two parts, a reservoir and base, both glass, therefore there is nothing to corrode or get out of order. These parts are held together by a spring clamp, which prevents any casual displacement of the reservoir. The base being broad prevents liability of upsetting.

The RESERVOIR is adapted to turn on the BASE, so that the PEN OPENING may be used for BOTH wells, to accommodate either the use of a stub or the ordinary long pen. It will be noted by the illustration that the well not in use is closed. Both wells may be closed by turning the reservoir around either way.



Cross-section of No. 1-B 1-2 Natural Size

REYNOLDS' IMPROVED PATENT INK-WELL makes writing a pleasure and saves over one-half of the yearly ink supply.

EASY TO CLEAN AND EASY TO FILL.

Made in three sizes and two styles: No. 0-B holds 2 ounces of ink, No. 1-B 3 ounces and No. 2-B 4 ounces.

RETAIL PRICES

No. 0-B \$2.75 each, No. 1-B and 1-C \$3.00 each and No. 2-B and 2-C \$3.25 each.

Guaranteed a lifetime--and to always work.

FREDERICK'S PATENT ADJUSTABLE SANITARY ERASER

It will be observed that the eraser holder is provided with a loop at one end for the convenience of connecting it by means of a cord to a typewriter desk or school desk. The length of the rubber is substantially the same as the holder and is inserted at the end opposite the loop.

Knowing the true value of this Ink-well and Eraser, to the consumer, no pains or expense has been spared by us in the development and perfection of these two new lines. They are attractive and attractively put up.

In the Eraser, as in the Ink-well, the construction is simple. Nothing to wear out except the rubber, which we supply at a good profit to the trade, as refills. It will be seen that the holder keeps



the eraser clean at all times and stiffens the rubber at the end where it is used, and is of suitable length to be held as a pencil. The rubber is of the right thickness so that one letter in a word may be erased without defacing another letter. The rubber for both the pencil and ink eraser is of the very best quality that we can purchase. We guarantee the eraser

to give entire satisfaction. The holder is finished in bright nickel plate. Put up in display boxes in three colors. RETAIL PRICE 15 cents each with one extra rubber.

Sold by all enterprising jobbers. Send for illustrated and descriptive booklet and ask for trade prices.

THE O. K. MANUFACTURING CO., Syracuse, N. Y., U. S. A.

Pencil Sharpener Co. Sues

When the U. S. Automatic Pencil Sharpener Company, of Chicago and New York, first began the manufacture of its machines it determined on a policy of absolutely one price to all, and no price-cutting would be allowed the dealers who sold its goods, the price for retailing being fixed at \$3.50 for each machine. Some time ago the company learned that the Goldsmith Bros., 73 Nassau street, New York City, were selling the U. S. Automatic Pencil Sharpener at less than the license price, of which they were fully advised. The company then instructed its attorneys to institute suit against the Goldsmith Bros., and on June 10 a bill of complaint was filed in the Circuit Court of the Southern District of New York, alleging the above infringement by the defendant of the rights secured to the Automatic Pencil Sharpener Company by the Letters Patent under which the U. S. Automatic Pencil Sharpeners are manufactured and sold, and demanding that the defendants be permanently enjoined and compelled to pay triple damages. Pending trial, a motion was made before Judge Lacombe, of the United States Circuit Court, for preliminary injunction, and on July 25 he handed down a decision enjoining the defendants from further violating the company's rights as patentees. The defendants thereupon demurred to the bill of complaint, which was promptly overruled by the court.

This action against Goldsmith Bros. was undertaken by the Automatic Pencil Sharpener Company, not only to protect its own right, but also to protect the many dealers with whom it does business, and have always abided by the conditions under which the company's licenses the sale of U. S. Automatic Pencil Sharpeners.

Certificates, Bonds, Blanks, Etc.

During the past year the Goes Lithographing Company, Chicago, has added a number of new styles and designs to its lithographed stock certificates and bond blanks, making the finest and most complete line on the market. It embraces about one hundred and fifty-one styles of stock certificates, which are suitable for every industry, also fifteen styles of bond blanks for municipalities and corporations, and ten styles of diploma blanks for colleges, high and public schools. There will also be added another new design in bond blanks very shortly.

The company's 1912 calendar pads embrace many new and artistic designs, with something like seventy-two styles and sizes. It is the company's aim at all times to serve the stationer and printer with the best possible line of these goods, and it believes that it has succeeded, as the business it now enjoys with this trade is something truly remarkable, its presses being crowded to the utmost to get its orders out on time.

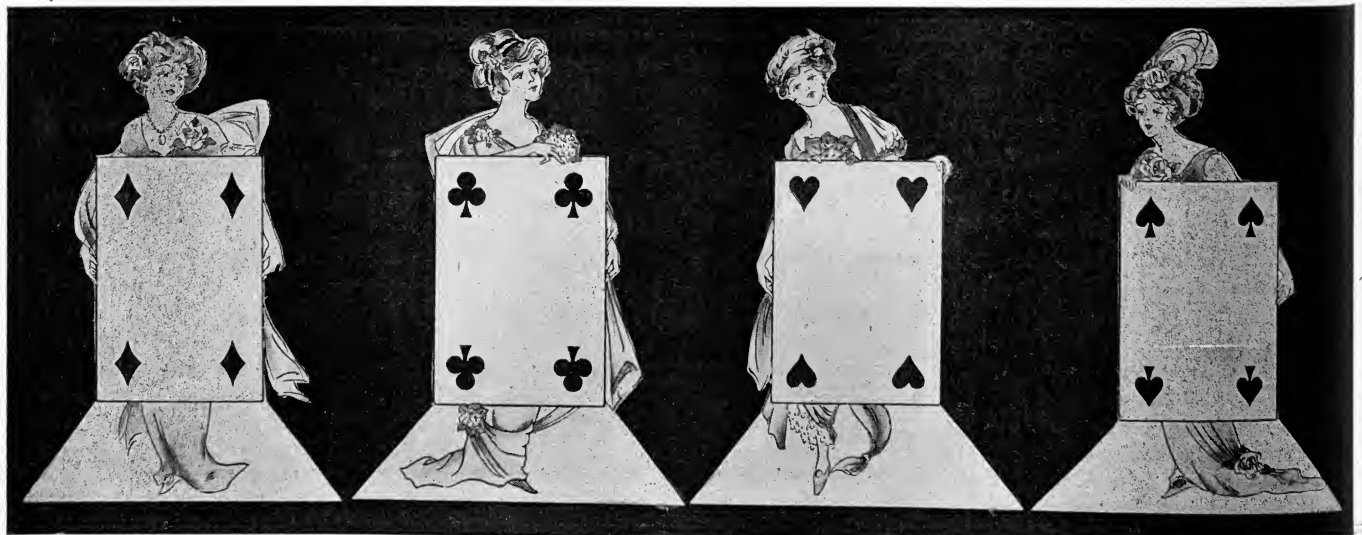
Miller Brothers' Steel Erasers

Miller Brothers' steel erasers, known as "American and Best," still continue to grow in favor with the trade, and consumers, as is best evidenced by their increasing sales. The erasers are made in different shapes and handles of all styles, giving a variety that will suit the tastes of any.

The demand for Miller Brothers' pens has likewise been most satisfactory, and like the erasers, the longer they are on the market the better they seem to be appreciated. Dealers can secure prices and samples by writing to the firm at its New York office, 309 Broadway.

Eureka Blotter Bath Company

The Eureka Blotter Bath Company, 6217 Wentworth avenue, Chicago, reports that its early fall business has started in most satisfactorily, and "More Sold Than All Others Combined" is the company's slogan now. In fact, the Eureka company has enjoyed almost a monopoly on Blotter Baths since its goods were first manufactured years ago. From the very first the stationer could see that the Eureka company's goods were superior to anything that had ever appeared on the market, and this condition exists today as then. From time to time many cheap imitations have appeared, but have been short lived, and the stationer has long since learned that the Eureka Blotter Bath is the one and only one to satisfy his trade.



**GREETING LETTERS, CALENDARS, DINNER CARDS,
CHRISTMAS, EASTER *and* VALENTINE CARDS,
BIRTHDAY CARDS, MOTTOS, BLOTTERS, *Etc.***

SEND FOR OUR STATIONERY CATALOGUE

CELEBRITY ART CO.

BOSTON, MASS.

The Paper with Distinction and Daintiness is always a Custom-maker for the Dealer

Here is a letter which we have received from a woman who has used KEITH PAPER.

Keyser, W. Va.

AMERICAN PAPETERIE COMPANY,
Albany, N. Y.

Gentlemen:

Just received to-day your sample box of writing paper, and I cannot resist telling you that it is the best paper I have ever used.

I always use good paper, for I think no one can write a letter on coarse, scratchy paper.

It is with a feeling of pride that I mail this afternoon four letters written on your paper, for I know they carry with them an air of distinction and daintiness that will be admired and appreciated when received.

In the future I shall use KEITH'S PURITY LAWN, and if I cannot procure it here I will write you.

Thanking you for the paper, I am,

Respectfully yours,

(signed) _____

The best way to please your customers and build up your stationery business is to carry KEITH'S PAPERS, because discriminating women desire it. This paper is advertised in the *Saturday Evening Post*. Write for samples.

American Papeterie Company
Albany, N. Y. Quincy, Ill.

History of Rand-McNally Company

Andrew McNally, founder of the Rand-McNally Company, of Chicago, went to that city more than fifty years ago from Armagh, in the north of Ireland. He was 23 years of age when he arrived there and had mastered the art of printing as well as bookbinding in its varied details. Shortly after coming to Chicago Mr. McNally engaged in business and a little later secured an interest in what was then the Tribune job office, located at 51-53 Clark street, the manager of which was William H. Rand. Soon thereafter Mr. Rand and Mr. McNally purchased the control of the establishment and in 1864 the co-partnership of the Rand-McNally Company was formed, the partners being Messrs. Rand, McNally and George A. Poole. A lease was secured to a lot belonging to the school district located opposite McVicker's Theater in 1870 and the foundations were laid for a big structure to house the growing business of the concern, when the fire of 1871 interfered with the carrying out of the project for a short time.

While the conflagration was sweeping everything before it in the direction of Lincoln Park on the morning of October 10, 1871, Mr. McNally showed his determination and grasp of the situation by buying outright the only complete printing office remaining in the city, which happened to be on the west side. He at once began the work of rehabilitation by adding a full complement of presses, type, etc., and in three days was again ready for business at 108 West Randolph street. Here was first installed the new process of "relief line engraving," which method worked a revolution. The present site on Adams and Quincy streets was acquired some twenty years ago and on it was erected the first strictly steel structure built in the country

at a cost approximating a million dollars. It was recognized as the best equipped building for its purpose in the west. The further rapid growth of the business, however, made it necessary for the company to plan for still greater facilities for handling its affairs, and a new building is now under construction at Clark and Harrison

feet each on La Salle and Clark streets and 216 feet on Harrison. It is planned to have the structure completed about May 1, 1912. It will cover a larger ground area than any existing building in the downtown district with one exception.

The exterior will be of granite, terra cotta and brick. It will be simple but im-



MAMMOTH NEW BUILDING TO BE PUT UP BY THE RAND-McNALLY CO., OF CHICAGO, ILL.

streets, which covers the entire south 300 feet of the block bounded by Clark La Salle, Harrison and Van Buren streets.

TO BUILD MAMMOTH NEW BUILDING.

A cut of the new building is shown herewith. It will be ten stories and basement in height and will have a frontage of 300

feet on Clark street and the main entrance on Clark street will be two stories in height and will be finished in bronze and marble, making it exceedingly attractive. There will be an entrance also on La Salle street and an additional entrance for the employees.

(Continued on page 104.)



5c BOX

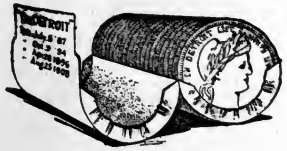
A Pastel Crayon that Is Strong and Serviceable

RAPIDLY growing in favor among Art Critics and Educational Authorities. Now being used in many cities in the Public Schools. True merit the basis of Pastello's great success. Write today for Samples and Prices

The American Crayon Co.
SANDUSKY, OHIO AND WALTHAM, MASS.

Don't Forget.
Use  **THE EXCELSIOR DIARY**

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

Toronto, Ont.

SLATED CLOTH



Globes, Erasers, Alpha Crayon and other School Specialties.

The Original Andrews Dustless Eraser

BLACKBOARDS

Portable, Reversible, Framed, Roll-Up

HYLOPLATE

WEBER COSTELLO CO.

Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

TYPEWRITER RIBBONS FOR ALL MACHINES



CARBON PAPER

Typewriter and Pencil for All Purposes

OUR SPECIALTY:

MULTIGRAPH, PRINTOGRAPH, WRITERPRESS

Ribbons with Perfect Match Typewriter Ribbons

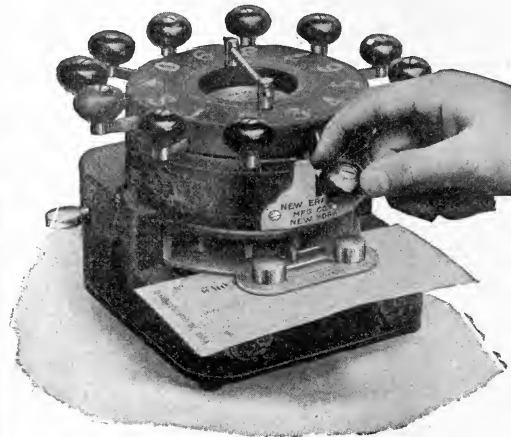
Write for Samples and Prices

THE BUCKEYE RIBBON AND CARBON CO.

311 St. Clair Ave., N. W.

Cleveland, Ohio

100% Protection on Checks and Negotiable Papers



A Check Protector that protects is a necessity in these days of check raising.

The Automatic Bank Punch has for the last twenty-five years protected the biggest bank accounts in the world, and is today the only form of Protection which has never been successfully raised.

There have been over 30,000 Automatics sold during the life of the machine without any advertising. You can readily see where there will be a large sale from now on as we are inaugurating an advertising campaign.

By virtue of a five-year guarantee to fully protect the user and its impregnable position above other devices in mechanical efficiency, an enormous sale is assured. Our preliminary sales of a limited output bear this out.

Our discounts to the dealer are generous. Write today for territory, catalog and dealers' selling plan.

\$1234567890

NEW ERA MFG. CO.

315 Fourth Ave., New York City

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Quincy St., CHICAGO

Sales of

U. S. Treasury

Inks, Mucilage and Paste
Should be Pushed

Because

Satisfaction is given

Wm. A. Davis Co., Mfrs.

Boston

Send for Catalogue

MILES S. RICHMOND, TREAS.



Whitney Fountain Pens

Whitney Pens are made in eleven sizes and fifteen styles, retailing at \$2.00 to \$7.00 each.

The line is exceedingly attractive in appearance and every pen made of the best materials and workmanship obtainable.

Our prices to you will make these pens great profit builders. Every sale develops others.

Our Guarantee

With each **Whitney Fountain Pen** we enclose a **365 day guarantee** to make good any possible defect in the writing quality—this protects you and your trade.

Dealers

We furnish beautiful all-glass Fountain Pen counter display cases, plush and morocco trays, attractive store cards, complete window display schemes, newspaper ads., and a variety of printed matter. If you use what we offer gratis you will build up a money-making pen business in your locality.

Write At Once For Our Big Pen Catalog and Proposition to Dealers

The Whitney-Richards Co.

247 W. Superior Ave.
Cleveland, Ohio, U. S. A.

R.W. WHITNEY FOUNTAIN PENS

LOOKS A \$5.00 VALUE

My \$2.50
Seven Piece **BRASS DESK SET**

\$15.00 Per Doz. \$1.35 Each

Each in Carton

12 Sets in Case

F. L. HARDING, 508 Broadway, N. Y. (The Harwood Line)

EVERLASTING Brass Corners will Fit Any Desk Pad

Each Set in Envelope with Staple for Mounting

Price \$3.75 Per Doz. Sets

All Jobbers Carry Them

OBITUARY

RICHARD S. DENTON.

Richard S. Denton, who for the past twenty years has been in charge of the New York City sales of the Whiting Paper Company, died suddenly last Sunday night of paralysis, at his home in Astoria, L. I. The deceased was one of the best known and most popular men in the papeterie branch of the trade.

Mr. Denton was born October 20, 1850, but did not look his age, being fresh and ruddy, in keeping with his good nature. He began his career in the trade with Chamberlain, Whitmore & Co., for which concern he was for a number of years factory superintendent. Later he went with George B. Hurd & Co., as city salesman, remaining with that house ten years. Then he went with the Whiting Paper Company. The sudden death of Mr. Denton was a real shock to his many friends and acquaintances.

History of Rand-McNally Co.

(Continued from page 102.)

The building will be equipped with nine large electric and freight elevators, have steam heat and hot and cold water, automatic sprinkler system throughout, and drinking water will be supplied from an artesian well. The power plant will be installed in the basement.

An important feature will be an immense open court in the center, 65x128 feet in dimensions, affording excellent light and air on all sides. Every convenience has been provided to facilitate the carrying on of this large and rapidly expanding business which is known and has business dealings with almost every known section of the globe. The new building will be a grand monument to the energy, foresight and ability of the founder of this great establishment as well as those who have so ably assisted in bringing it to its present prominent position in the world of business.

THOMPSON.

Study trade papers. Remember a trade paper often prevents a man from making a fool of himself in his own line of business.

Don't Forget.

Use 

THE
EXCELSIOR
DIARY

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

CORRESPONDENCE SOLICITED

The Hoge Manufacturing Co.

Because of the character of their business, stationers know that there is big profit in many inexpensive but useful little articles that occupy but small space. In this class must be put pen and pencil holders (or caps), thumb tacks and paper clips. As all three of these articles are in constant demand, their aggregate sales soon run into large amounts despite the fact that individually they sell for so small a sum. Because of the liberal discounts to the trade the profit to the stationer in handling these goods is considerable. The Hoge Mfg. Co., of 108 Fulton street, New York, which makes these goods, will be glad to send its price list to any stationer sending in his name.

Thaddeus Davids Company

Long years of success in supplying the trade with inks has given the Davids products a reputation similar to that of Baker's cocoa or any of the other standard articles of American commerce which have successfully stood the test of three generations of discriminating users. To have held its own against all comers for almost a century is, as the company says, "the best proof that its goods have merit." Another way of stating the case is to say that no article lived very long that if it lacked quality, as the public soon gets tired of being fooled and will not buy an article that has failed them once or possibly a second time. Much good trade is lost each year by giving customers "something just as good and a little cheaper in price." As customers place reliance on the word of their regular stationer, they frequently accept the substitution, only to go elsewhere next time, where they can get some article of time-worn merit. Stationers who are the most successful merchants make it a point to satisfy each customer even if his individual purchases are small. By following this plan they know he will come back again and will also send his friends. On this basis of satisfied customers rests the secret of the success of the Thaddeus Davids Company. One trial order is all the company asks of any stationer who has heretofore not handled its goods. The company has just issued a very handsome new catalogue, which should be in the hands of every stationer in the country. A copy can be had for the asking by sending a request to the company's office, 95-97 Van Dam street, New York.

Cash Boxes and Tinware

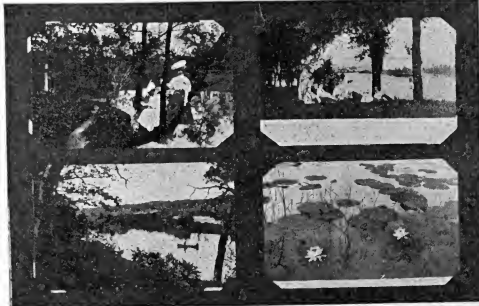
Many stationers find it profitable to handle cash boxes and tinware of a kindred nature. M. Kamenstein, 394 Hudson street, New York, manufactures a splendid line of these specialties, and every dealer should write to him for his catalogue which will be gladly sent on request.



Morden Hinged Rings
For Perforated Sheets and Eyeletted Covers

Superior to brads, tape, eyelets, or other holding means, as sheets can be instantly removed or inserted at any place; sheets open, flat, fold back-to-back, and can be distributed without loss or disarrangement. Rings have countless uses. Made in ten sizes. Price, \$5 up per hundred. Liberal discount to the trade.

Manufactured Solely by
The Morden Manufacturing Corporation
WATERBURY - CONNECTICUT



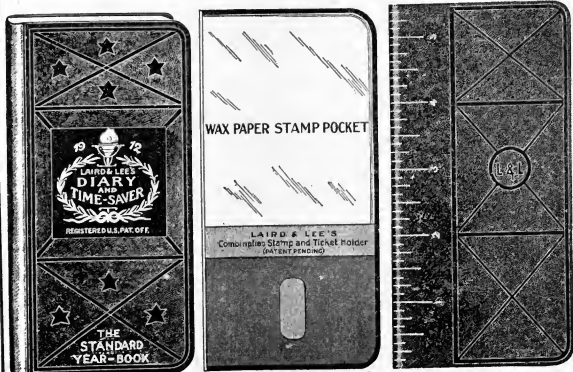
Secure a Profitable Line
Sell Quality
Local View
Post Cards

The kind that Pleases your trade.
The kind that sells most Readily.
The kind that nets you the most Profit in the end.
The kind that increases the volume of your business.
We make that kind!

Such Quality cards cost you no more than others.
Therefore both of us lose money every day you are minus our cards.
Send good Photos of any kind or size.

Monotone Cards: 1000 per subject \$5.50
ASK FOR SAMPLES TODAY
E. C. KROPP CO., 230 Jefferson Street, MILWAUKEE, WIS.
Manufacturers since 1898

THE KING OF DIARIES
Laird & Lee's Diary and Time-Saver
1912 Edition—15 Month's Diary beginning Oct. 1, 1911. 1910 Census of Cities of 10,000 and up.



HANDY RULER for Quick Measuring on back cover; 14 pages maps in colors, including new one of Panama Canal and Zone, and Conservation, Irrigation and Forest Areas, Indian Reservations, etc. Combination Stamp and Ticket Holder (patent pending). How to Deposit Money in U. S. Postal Savings Banks — Moon's Phases for 1912, and many other encyclopedic features.

Substantially bound in leather, gilt edges 25c

Supplied by all wholesale stationers, news companies, jobbers or direct by

LAIRD & LEE - PUBLISHERS - CHICAGO

IT WILL PAY You to Place Orders Now with Your Jobber, News Company or direct with us, for Fall Delivery.

Size, 2 7/8 x 3 7/8 in. Inside Back Cover. Ruler on Back Cover.

The Cost of Doing Business

It is only a few weeks ago that the Publicity Committee of the Stationers' Association of New York sent out a letter to the members asking them to do a little *thinking* on the subject of cost of doing business. Judging by the letters received, the committee's invitation was generally accepted, the communications indicating strongly that the stationers were ripe for a full consideration of this important subject. Influenced by the reception of its suggestion, the committee has had prepared for distribution a pamphlet on "The Cost of Doing Business."

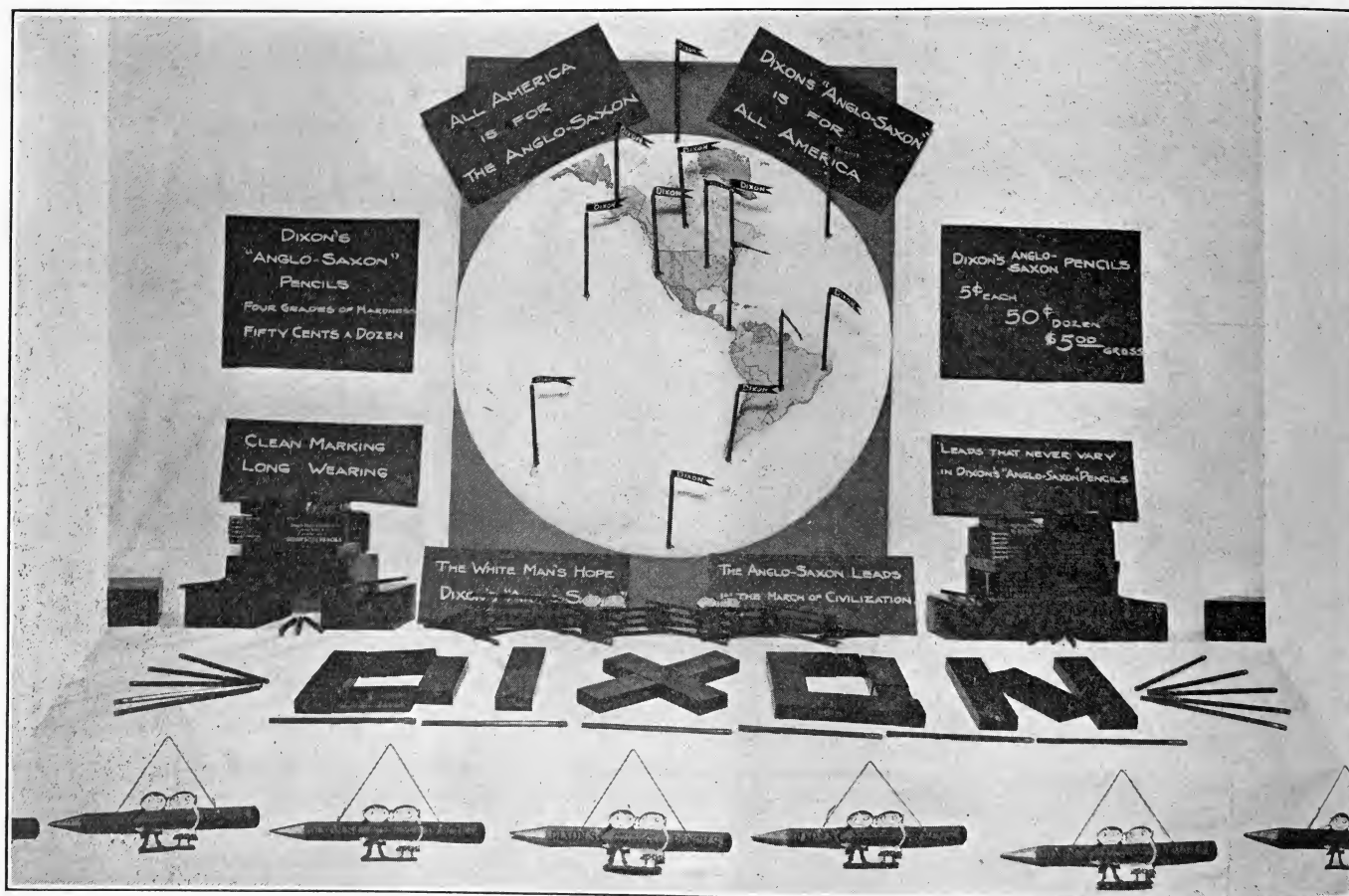
It is our intention to arrange for an address by a public accountant of recognized standing upon the two subjects which are of such vital importance to the stationery trade, and we intend to invite all dealers to attend and join in a conference upon the subject, whether they are members of this association or not, and you will please advise us, therefore, whether you would like to have notice of, and an invitation to that meeting.

Please call our attention to any of the subjects discussed in this pamphlet which you believe require further light, to the end that the accountant who is going to

Just now the company is showing its fall and holiday line, which contains many novelties both of foreign and domestic manufacture. In the new goods will be found an assortment of papeteries, the various numbers of which appeal to the most cultivated tastes. Notwithstanding the excellence of the line and the high standard of quality, moderate prices prevail.

The Whiting Paper Company has also incorporated among its productions many inexpensive grades, which may be supplied in bulk or in papeterie forms.

In the Whiting line there are papers for every correspondence purpose, styles ap-



DISPLAY OF DIXON'S ANGLO-SAXON PENCILS IN WINDOW OF THOMAS GROOM & CO., BOSTON, MASS.

With each copy sent out to members the committee has enclosed the following letter, which speaks for itself:

Dear Sirs:—This committee has been very much gratified by the extent of the interest displayed in the campaign which has been undertaken to promote a better understanding of the cost of doing business, and the relation of profits thereto.

Many of the replies which have come to us indicate a difference of opinion concerning the proper items comprehended by the term "Costs," and we therefore place before you at this time a most instructive pamphlet upon the subject, in the hope that you will read and digest the contents, by way of preparing for a consideration of the question of figuring profits, which will be the subject of our next communication.

talk to us may explain such matters as clearly and fully as possible.

Yours very truly,

THEO. L. C. GERRY,
Chairman Publicity Committee, Stationers' Association of New York.

Whiting Paper Company.

Distinctive stationery is the hallmark of all the Whiting products, originality of design and good taste in putting up the company's many lines, giving its papers an individuality that is easily recognized. To these exterior marks must be added the unquestioned excellence of its papers, which are made at its own mills in Holyoke and North Wilbraham, Mass., where for forty years the company has been manufacturing fine stationery.

propriate for every occasion, and varieties to meet individual tastes.

A Dixon Pencil Window Display.

The accompanying illustration gives a good idea of an exhibit of Dixon's Anglo-Saxon pencils, which appears this month in one of the attractive windows of Thomas Groom & Co., Boston's well-known stationers.

The center of the exhibit furnishes a unique and interesting feature emphasizing the popularity of Dixon's Anglo-Saxon pencil. Grouped below are Dixon's Anglo-Saxon pencils and the captivating Dixon Brownie signs. The exhibit has attracted much attention and won deserved admiration.



Brown's Linen Ledger Paper Is Uncle Sam's Standard

GOVERNMENT records must be preserved. Papers on which they are written have to stand wear and tear, and bear legible imprints for ages. That is why Brown's Linen Ledger Paper is the U. S. Standard.

Brown's Linen Ledger Paper has a pure, clear color that doesn't turn yellow with age or from climatic conditions. Fine writing and erasing qualities make it pleasant paper to work on and an aid to neatness.

No ledger paper made rules so clean and sharp. Brown's rules without missing, blurring, filling or clogging the pens. Its great strength makes it the ideal paper for loose-leaf ledgers. It doesn't tear out.

RECOMMEND Brown's Linen Ledger whenever a better than the ordinary ledger or record paper is desired. It will mean perfect satisfaction to your customers and will increase your reputation as a "quality" stationer.

Most good stationers use Brown's Linen Ledger. If you don't, write for Sample Book.

We make Ledger and Record Paper in several grades; Brown's Linen Ledger being our best and *the* best. We also make all Linen Papers for typewriting, checks, letter and bill heads, fine correspondence, etc. Write for complete details of the profitable Brown line today.

L. L. BROWN PAPER COMPANY ADAMS, BERKSHIRE COUNTY, MASS.
Established 1850

Fac-simile of the watermark which appears in each sheet.



Solidhed Thumb Tacks

"It's the solidhed display that sells tacks." This is what the Hawkes-Jackson Company says in regard to the attractive way in which samples of its product are put up to catch the eye of a customer as he leans on the show case to buy some article from the stationer's stock. In this statement the trade evidently concurs, as the little pickaninny is a ubiquitous little cuss, his grinning countenance arresting attention wherever one goes. He is the talisman, and once he catches your eye you are made aware of "Solidhed Thumb Tacks," because its name encircling the black face, together with the face, constitute the company's trade mark. In this trade mark the company is exceedingly fortunate, as it arrests attention and in addition is particularly appropriate to the character of the goods which it advertises. The Hawkes-Jackson Company also states that the handling of their product results in doubling your money and tripling your sales. Stationers who are not already handling these goods are invited to write the company at its address, 38 Murray street, New York.

Gibson Art Company

Hundreds of new customers have been added during the past year to the list of the Gibson Art Company, Cincinnati, maker of the celebrated "All American" line of art goods, and every customer, so added, will become a living advertisement, because this line is without an equal in the market today. An aggressive advertising and selling campaign has taken this line into nearly every nook and corner in this country, and once it has been introduced, it never fails to score a lasting impression in the mind of the dealer and his trade, be it ever so discriminating.

The Gibson Art Company makes a superb line with hundreds of different and beautiful designs of tally and place cards, art calendars, score pads for bridge and five hundred, Christmas gift dressings, Christmas boxes in nests, all sizes and shapes; Christmas booklets, letters and folders, mailing and enclosure cards, post

cards for all holidays. The company just at present is calling particular attention to its beautiful and extensive line of Christmas goods, a number of which is mentioned above. All of these have received careful thought in designing, and many original effects are to be found therein.

While the company has a great many traveling men out on the road who make every effort to see the trade, it is realized that it is practically impossible to see them all, and to this end the company wants to get in touch with the dealer who has been missed, and is now making up small sample assortments for the trade that is not acquainted with the house. The company will be glad to open correspondence and submit samples and prices to anyone in the trade interested.

American News Company

Because of its great facilities the American News Company occupies a conspicuous place in the stationery trade, retailers having long ago found out that they can stock their stores with a complete line, using the company's catalogue as a means of selection. This reputation for carrying a great assortment of goods has been one of the chief factors in the growth of the company's business, which has now assumed enormous proportions. And with its growth has come greater buying power, the output of big mills and factories being taken and marketed by the company. This, of course, means that the company buys cheaper than the average dealer, and it also means that its selling prices are, as a rule, accompanied by better discounts than can be obtained elsewhere.

At this time the American News Company is showing an assortment of holiday and fancy goods that is wonderful in its extent and variety. This is the impression created by a hasty view of the samples now on display. As every conceivable article suitable for a gift seems to be included, the retailer can supply from it all the needs of his trade, whether these happen to be exacting or otherwise. As the assortment is too large for particular mention, stationers should send to the company's address, 9-15

Park place, New York, for one of its holiday fancy goods catalogues.

Post Card Display Cabinets

On page 89 of this issue will be found the advertisement of the Home Specialty Co. and its line of cabinets for display post cards, etc. These Home cabinets have demonstrated their usefulness, as they have given the best satisfaction in the display of souvenir post cards wherever they have been used. They are a convenience and a form of economy, as they enable a showing of a great variety of different subjects in a small space with full protection to the cards and style of arrangement. The cabinets come in pockets of several sizes, and a fuller description of the line is given in a catalogue which any dealer can obtain for the asking by writing to the Home Specialty Co., Ft. Wayne, Ind.

For
The Office

THE
EXCELSIOR
DIARY

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

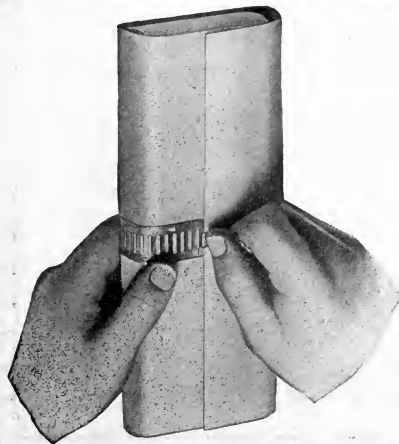
Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

\$3.00
per 100

The kind we have made so popular



The "STEEL-TYE" EXPANDING ENVELOPE

Will hold securely one paper when flat or one hundred papers when expanded. It fastens instantly and securely just where you want it to fasten.

No Tapes

No Strings

No Rubber Bands

The secret is the flexible steel clasp which fastens almost automatically and cannot break nor come open. The envelopes are made of reddish brown "Leatherlike" rope stock of great strength and durability. They are also made in all sizes from the document size, 9½" x 4", to the cap size, 15" x 9". Special sizes made to order promptly. The "Steel-tye" envelopes cost no more than the old style tie-with-a-tape envelopes. Write for descriptive circular and price-list.

GEORGE B. GRAFF COMPANY, 294 Washington Street, Boston, Mass.

Make Your Store a "Magnet"

This Great "200 H.P." Book FREE!

It is a powerful "sledge-hammer" Retail Selling Plan, that gets right down to *brass tacks* with YOUR problems and shows you how to make *two* sales where you only made one before. The Book is really a marvel! It not only boosts your sales on

Conklin's Self-Filling Fountain Pen



but every thing else you have to sell too, *and at OUR expense!* Isn't that "goin' some"?

This big, handsome, 16 page book is elegantly printed and illustrated, in colors, on heavy superfine stock and is yours "for the asking".

Just Fill Out Coupon

And it doesn't obligate you to buy, either. Write today—*now*—edition limited.

The Conklin Pen Mfg. Co.
126 Conklin Building
TOLEDO,
OHIO

(Cut Here)

THE
CONKLIN
PEN MFG.
Co., Toledo O.

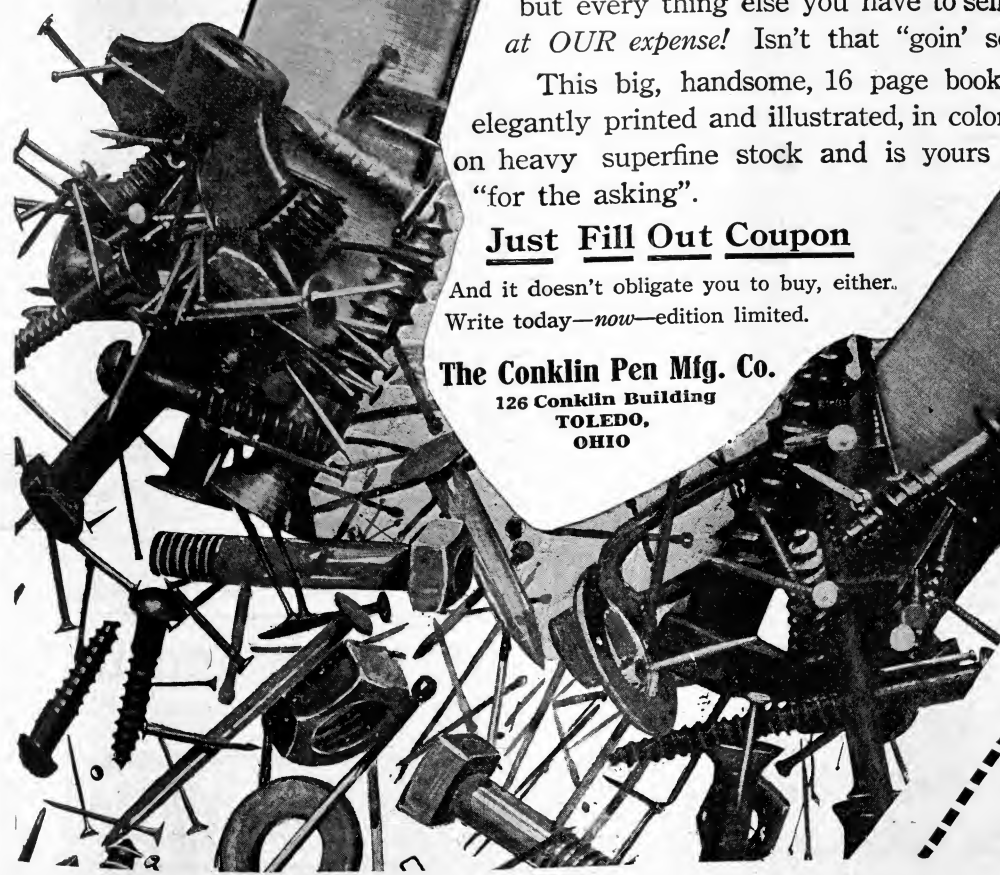
GENTLEMEN:—
Without obligation
to order, please send
Book entitled "Make
Your Store a Magnet,"

to

Firm _____

City _____

State _____



CONTRACT BREAKS

What the Law Says in Regard to Interfering With Other People's Business Contracts—Malicious Motive the Essence.

By ELTON J. BUCKLEY.

Copyright September, 1911.

I want to say something in this article along the line of the last one, which discussed the legal status of an employer whose employees were induced by a third person to break their contracts of employment with him. The subject of this article is the law as to interference with ordinary business contracts—not a contract of employment, but any other kind of a business contract, such as an agreement of sale.

This sort of thing happens at times in the experience of every man in business. Let me cite a case which is to some extent typical. About a year ago A, a wholesale dealer, made a contract with B, a manufacturer, by which A was to take the entire output of B's factory, at a certain price, for a period of one year. The contract was carefully drawn, and legal and binding in every way. Both parties fulfilled it until July, when C, coveting B's goods, induced B to break his contract with A by offering B a better price than he was receiving under the contract with A.

CAUSE OF BREAK LIABLE IN DAMAGES.

Now under the laws of all States, A would have an action against B for breach of contract, but the subject now is whether A would also have an action against C, not for breach of contract, for A and C had no contract, but for interference with the contracts of others.

The weight of authority is that A could sue C for the wrong he had done him, but the law is not uniform on the subject, and the States that have decided the subject have decided it different ways. All States agree that if C used any illegal method of inducing B to break his contract, C would be liable to an action by A. As for instance, if he used slander. Suppose B was

a highly religious man—a man who as some men do, confined his business dealings as far as he could, to men of like religious proclivities. Imagine C going to B with a statement that A was a grossly immoral man, that his reputation was bad, and that B's own reputation was suffering by reason of his connection with him. If this story was false the law of any State would give A an action against C, if the telling of it led to the breaking of the contract between A and B. If C used no method unlawful in itself, however, but simply offered a better price, the laws of the States do not agree as to whether C could be sued or not, though the weight of opinion is that he could be.

STATE DECISIONS DIFFER.

California, Kentucky, Maine, Minnesota, Missouri and Tennessee have decided that C could not be sued for interference under the conditions I have outlined. Massachusetts, Florida, Maryland, Louisiana, Michigan and North Carolina, however, say that he could be, and their decisions are strong and would probably induce at least the majority of the other States—which have not yet decided the point at all—to adopt the theory that the man who induces one party to a contract to break it, whatever his motive, is liable to an action for damages by the injured party. This is without doubt the fair and logical attitude to take.

Of course the interfering party must have known that the contract existed. If C, not knowing of the agreement between A and B, merely offered B a price for his output and B accepted it, A would have no action whatever against C.

PREVENTING THE MAKING OF A CONTRACT.

In the article on violated contracts of employment I touched on the status of the third person who prevents a contract from being made which would otherwise be made. The same principle there described applies to interference with business contracts other than contracts of employment. If the motive is fair competition, the interfering third party is not responsible. For instance, in a recent Massachusetts case the

court decided as follows: "An action will lie for depriving a man of custom, that is, of possible contracts as well when the result is effected by persuasion as when it is accomplished by fraud or force, if the harm is inflicted simply by malevolence and without some justifiable cause such as competition in trade."

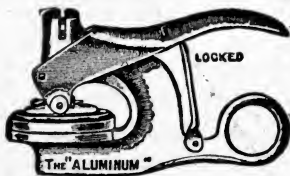
To apply this, I will suppose that A, a manufacturer, is about to get an order from B, a dealer. All arrangements are made, and everything done except the signing of the contract, which, incidentally, is necessary in order to complete the transaction. Before the order is signed, C, another manufacturer, interferes, and gets the contract for himself. If there was nothing in this but competition, C cannot be sued. If, however, C was not after the order for himself, but his only object was to keep A from getting it, C can be sued for his interference.

INFLUENCING OTHERS TO BOYCOT TRADESMAN.

In one recent case which came under my notice, an employer of a large number of persons brought his power and influence to bear to prevent his employees from buying goods of a certain local retail dealer. The latter sued the manufacturer for his interference in preventing him from making sales which undoubtedly he would otherwise have made. No competition was involved here; the manufacturer did not sell the same goods which the retail dealer sold; in fact, he did not even make them. His sole reason for interfering was a private quarrel, which the court held was not sufficient excuse for interfering in the contracts which his employees and the retail dealer might have made had they been let alone.

The law as to inducing parties to terminate contracts which they would otherwise have continued is the same as to business contracts in general as to contracts of employment. Competition will excuse it, but the third person who interferes from a malicious motive is responsible to the injured party.

Subscribe for THE STATIONER—It pays.

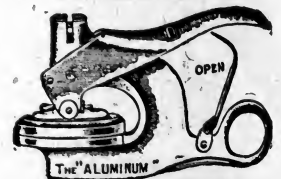


WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE MOST POPULAR **POCKET SEAL** ON THE MARKET

The **"ALUMINUM"**

WEIGHS ONLY 10 OUNCES

SIZE OF DIES 1 1/2" DIAMETER

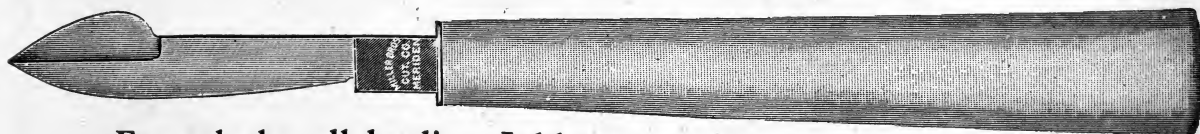


Sold by All Up-to-Date Dealers, or Write to

MEYER & WENTHE, Engravers,

For Trade Discounts, 31 N. Dearborn Street, CHICAGO

MILLER BROS.' INK ERASERS are the Standard



For sale by all leading Jobbers and Commercial Stationers

Made in different shapes and handles of all styles

"Standard" Playing Cards.

We call the attention of the trade to the page ad. of the Standard Playing Card Company of Chicago in this issue. This page is illustrated with cuts of several numbers of the company's complete playing card and game line. This is the company that made such a success of the card game "Chantecler" last season, and which swept the country like wild-fire. No other game has caught on so readily in recent years, and the company reports that this game promises to be even a larger seller in this, its second season.

The company's other leaders in games worth knowing are "Bunco" and "Some'r Set," which have been popular with the trade and public for many years. As the trade well knows, the company also manufactures a very complete line of standard playing cards. Many new designs showing very handsome backs are meeting with considerable approval from the trade. The company's newest design is the "Bank Note." The company will be pleased to submit samples and send their catalogues to all dealers interested.

C. S. & R. B. Co. at the Show.

At the recent Municipal Congress and Exposition held in the Coliseum in Chicago, in the interest of Civic Progress, the C. S. & R. B. Company had an exhibit of special interest to the officials of city and county offices.

Aside from a splendid showing of the new De Luxe line, including the De Luxe flat opening leaves and Pubreco fibrelloid indexes, the company had on exhibition its new cross index for the minutes of county commissioners and city councils. This proved very attractive to the delegates, many of whom called at the booth to examine it during the two weeks of the convention. There is undoubtedly a great field for a loose leaf index of this kind, as there is at present no satisfactory minute index on the market. An interesting and novel exhibit which gave conclusive proof of binder, sheet and index strength was a full size De Luxe ledger suspended in the air on a single Pubreco fibrelloid index tab.

The company also showed a sample of the public record loose leaf index and received many compliments on the efficiency and splendid construction of this article. Many good prospects were developed and there is little doubt that the returns from the show will amply pay for the expense and time required in the exhibition. There were also many interesting exhibits of office appliances, voting machines, road machinery, fire apparatus, etc., to say nothing of the excellent statistical and pictorial exhibits of New York City, Chicago, Des Moines and other cities interested in the problem of municipal efficiency. Delegates from all over the world were present, interested in learning the newer and better ways of conducting public business.

Your **LOOSE I-P LEAF** Catalog Is Full of Sales Ideas

Salesmanship builds up the stationer's bank balance.

And salesmanship, when your goods are RIGHT, is nine parts knowledge to one part good nature.

Study your **LOOSE I-P LEAF** catalog. It is a storehouse of good selling ideas. Learn the many uses for every **LOOSE I-P LEAF** book or binder. Make it your aim to know every **LOOSE I-P LEAF** form in your stock, and also every **LOOSE I-P LEAF** form in the entire Irving-Pitt line. Have your clerks do the same.

Then, when a customer comes in for a loose-leaf form or device of any kind, you are master of the situation. You know exactly what will answer his wants. You can also create business by suggesting this or that form to simplify accounting detail, or save time and effort in the record of any business or professional transaction.

You have at your command a thousand good sales ideas, a thousand convincing arguments, a thousand opportunities to create new business.

And backing up your knowledge, you have Irving-Pitt service—which means immediate, complete, satisfactory shipments as well as mechanically perfect goods.

You have a combination of salesmanship and goods that cannot fail to win the bulk of the loose-leaf business in your locality.

The Irving-Pitt dealer has also this advantage: The loose-leaf customer is already half sold in the **LOOSE I-P LEAF** line. The class of business which settles the success or failure of any product has come to depend on the **LOOSE I-P LEAF** line of forms and devices as the highest possible standard.

And the **LOOSE I-P LEAF** stock is the largest and most complete in the world. There is not one "dead" item in the line; all "back number" forms and devices are eliminated.

"Irving-Pitt" stands for "Loose-Leaf Improvement."
Catalogs upon request.

Irving-Pitt Manufacturing Company
KANSAS CITY, MISSOURI

Robert Keller Ink Company

The Robert Keller Ink Company, of Detroit, has recently built a new addition to its factory in that city. This last addition was found absolutely necessary, owing to the fact that the company's business was growing so rapidly that more room was necessary.

The Robert Keller line of inks, mucilage, library paste, etc., has always enjoyed a great deal of favor in the stationery trade. Always of uniform merit and high-grade quality, the Keller line means considerable to the dealer who is on the alert to buy goods that he can absolutely guarantee.

This year the company has started an aggressive selling campaign and is going into new territory stronger than ever before. Dealers who are interested in this real quality line of goods will do well to send for literature, prices, etc.

Esterbrook Steel Pens

In the writing pen trade History has been repeating herself, as she is wont to do at times. As is well known, the old established lines are accordingly disturbed by some new invention that seems to knock the bottom out of the business. Then the heads of the concern begin to wonder what they can get as "scrap" for their factory's equipments. Something like this state of mind must have been shared a few years ago by the makers of pen points. With

everybody using fountain pens, they must have had misgivings about the future of their business. They held on nevertheless and instead of letting the quality of their products run down they improved them in every possible respect and also made them more attractive by putting them up in handsome boxes and show cases.

Today the demand for pen points is larger than ever before and in this fact history has repeated itself because the expected didn't happen, for instead of lessening the demand for the old staple article its effect was just the reverse, the sale of pen points never being so large as at present. The increasing output of the Esterbrook Steel-Pen Manufacturing Co. is proof of the popularity of the steel pen.

The Triner Postal Scale.

The Triner postal scale, manufactured by the Triner Scale and Manufacturing Company, Chicago, needs no introduction to the stationery trade. For years the Triner company has been making good scales, and it is now found in the stock of every live stationer in this country.

The company has built up a reputation purely on the merit of its goods. Each and every scale, before it leaves the factory, must stand a rigid inspection, and not a single flaw is allowed to creep into its making. The company has always been very particular in using only the very finest materials in the manufacture of these

scales, thus keeping them up to a high standard.

The dealer who handles the Triner scales is always protected and backed up by the company. Its guarantee is a most broad and liberal one.

A Loose Binding for Books, Etc.

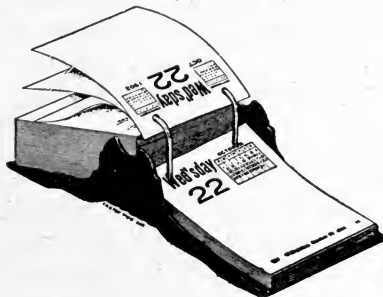
This French invention, by A. Savouret, is a dismountable binding, by the aid of which the leaves of a book or pamphlet can be united without stitching. The form of the notches, their position, and the structure of the frame fitted on to the leaves constitute the essential features of the idea. The binding consists of four flat rods to hold the leaves. Three of them are fixed, and the fourth has a hinge on one end and a notch for shutting at the other. To open the binding, it suffices to press a spring and raise a rod, and to close it, to lower the same rod and press it against the spring, which immediately catches in a notch. The loose leaves to be bound are first notched, as also the cover, which is fitted to the frame in the same way as the leaves, and can be made to completely hide the rods. The frame can be made of wood, metal, celluloid, bone, ivory, etc., in all sizes, and there is no bend of the keys, screws, or nuts hitherto used to tighten the leaves. The binding case has the aspect of an ordinary book cover, with stitched leaves, and the latter can be removed or replaced almost immediately.

PERFECTION

Desk Memorandum File and Calendar Combinations

*A DESK EQUIPMENT IS INCOMPLETE WITHOUT
A PERFECTION CONVENIENCE AND TIME-SAVER*

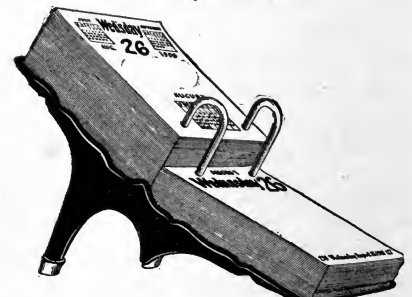
FLAT FORM BASE
With Style No. 2 Pad



BOOK FORM BASE
With Style No. 6 Pad



UPRIGHT FORM BASE
With Style No. 3 Pad



This line comprises all that is practical in such devices. We are the only manufacturers of a complete assortment. Made in two sizes Commercial and Library or Petite.

DEALERS—Write for descriptive price list and get better acquainted with this class of goods, for there are possibilities for much larger business in your vicinity.

Sole Manufacturers **HALE SPECIALTY COMPANY**

118 N. JEFFERSON ST.

Cable Address: Memofile, Chicago.

CHICAGO, U. S. A.

THERE IS NO BETTER

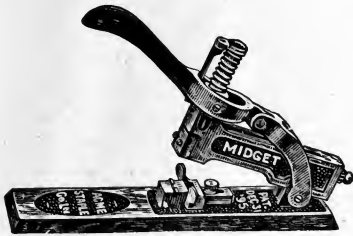
proof as to the usefulness, reliability and all around excellence of an

ACME FASTENER

than is to be found in the thousands that are being used and giving satisfaction daily. For binding together papers, light fabrics, ticketing samples, etc., etc., for desk or general office use, they stand alone for real merit.

MADE IN SEVERAL STYLES

If your jobber cannot supply you, write us for descriptive matter and prices of full line. Imprinted matter furnished free.



PATENTED



PATENTED

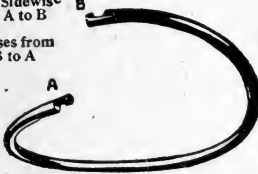
ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.

EVERY LOOSE LEAF LIES FLAT WHEN USING THE IMPROVED UNIVERSITY BOOK RING

Open Sidewise
From A to B
Closes from
B to A



Patented Nov. 24, 1908

OTTO KELLNER, JR.,

It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1 1/4 inches diameter, light weight; No. 1, heavy weight, 1 1/4 inches; No. 2, 1 1/2 inches diameter, light weight; No. 2, 1 7/16 inches diameter, heavy weight. Unjointed ring, 1 1/4 inches diameter.

Write for particulars



Patented Feb. 4, 1902

4028 STATE STREET, CHICAGO



In White and Colors *Unexcelled for Blackboard*

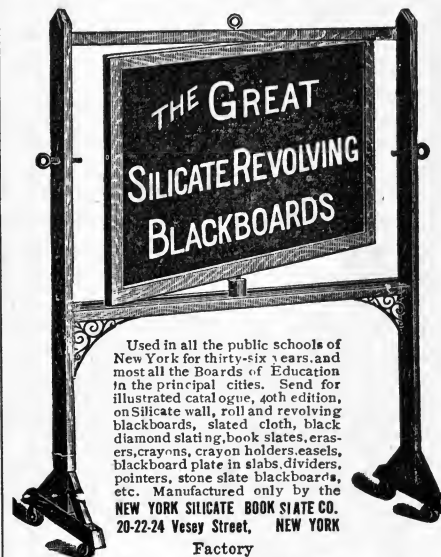
Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the
NEW YORK SILICATE BOOK SLATE CO.
20-22-24 Vesey Street, NEW YORK
Factory

N. Y. Silicate Book Slate Co.

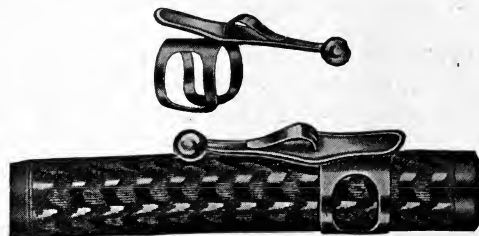
631-633 Monroe St., Corner 7th St., Hoboken, N. J.

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND
AND STYLE OF LOOSE LEAF BINDING
DEVICE FOR THE RETAIL TRADE.
RULED AND PRINTED SHEETS FOR SAME
443 WELLS ST., CHICAGO, ILL., U.S.A.

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all
leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

Notes on New Books

Popular Books of the Week.

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending October 11, as follows: Browne's "Everywoman," Schreiner's "Woman and Labor," Bennett's "Mental Efficiency," Botsford's "Story of Rome," Hill's "Fighting a Fire," Bulfinch's "Age of Fable," Merriman's "Roofs and Bridges," Frohman's "Memories of a Manager," and Hichen's "Holy Land."

Memories of the White House

"Memories of the White House:—Personal Recollections of Colonel W. H. Crook," edited by Henry Rood, is an intimate picture of the domestic side of life at the capital from the time of Lincoln to the close of Roosevelt's regime. It is an informal, chatty narrative compiled from Colonel Crook's diary which was not intended to record important political events, but rather personal impressions, and the reader obtains a vivid picture of the human side of the nation's great men, their wives and children. The text is accompanied by illustrations reproduced from photographs, many of them given personally to the writer, who saw forty-six years' continuous service in the executive office. Net, \$2.00. (Little, Brown Co.)

Love in a Little Town

"Love in a Little Town," by J. E. Buckrose, is one of those very human romances, which like April weather combine sunshine and rain, laughter and tears. The spoiled darling of her rich old grandfather is driven into a quarrel with him and sent to live with some very middle class relatives where she learns that life's path is not all scattered with roses but rather with thorns. The real object of this visit is to test whether one of her admirers loves her for herself or for her money and thus save her from her mother's fate. The plot is simple in construction, but it is the clever character drawing and the clearness of the author's vision in giving true values to the things that make up life which are the dominant features of a book that is a rare treat. The style is excellent and the book is both restful and refreshing. Net, \$1.35. (G. P. Putnam's Sons.)

The Steel Crown

"The Steel Crown," by Fergus Hume, is a detective story that baffles the reader's curiosity to the very end. It opens with the murder of a woman who lived in a boarding house in a suburb of London. As the story progresses, the reader learns that

she was a former opera singer of international reputation who married the ruler of a little Balkan principality. On his death, she runs away, stealing the crown and its priceless jewels, without which the succeeding monarch cannot be crowned. Twin brothers are claimants for the throne and it is decided that whichever one recovers the missing steel crown shall ascend the throne. Plot and counterplot, romance and adventure are woven into a most intricate narrative—a record breaker among detective stories, and this is saying much, for the author's other books already hold a unique place in this class of fiction. Net, \$1.25. (G. W. Dillingham Co.)

Her Roman Lover

"Her Roman Lover," by Eugenia Brooks Frothingham, shows the Italian point of view, the Italian temperament as compared with the American. A young American girl of means, chaperoned by her happy and practical aunt, goes to Rome, and there meets a fascinating Italian to whom she becomes engaged. An American physician, an old friend of hers, who has never told her of his love for her, appears, and the jealousy this causes brings out some racial characteristics that show the futility of the two nationalities ever understanding each other. There are some pretty scenes, some clever remarks, and the scene shifts to different places in Italy. The story, which is illustrated, is a graceful romance of old-world places rather than a forcible one. Net, \$1.25. (Houghton Mifflin Co.)

A Man Among Men

The big pine forests of the North, the lumber-jacks who devastate them, the frowsy little saloons that work ruin upon the lumber-jacks, and a big, wholesome, strong-fisted and sweet-hearted parson who does his best to lessen that ruin a little, furnish the setting and the people for Norman Duncan's "The Measure of a Man" (Revell, \$1.25), Mr. Duncan's "Doctor Luke of the Labrador" and other stories of the North region have shown him to be familiar with the country with which he deals and not afraid to portray the men it breeds as they are, with their degradation heavy upon their heads if they have sunk beneath their environment, but always with a firm faith in the possibility of their redemption. He is concerned but little with the country itself and the industry which flourishes there, but very much indeed with the floundering and groveling humanity of the region that so many influences are trying to push still lower and so few are trying to lift up.

The author cautions the reader in a pref-

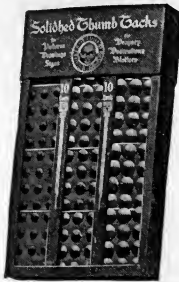
atory note not to confuse his big, manly, forceful hero with a certain missionary who is doing work of somewhat the same sort in the woods of the Northwest, as the hero of his "Doctor Luke of the Labrador" was mistakenly identified with Dr. Grenfell. But whether much or little of him is taken from real life, Mr. Duncan makes him seem a very real man, doing with remarkable efficiency a difficult and disagreeable work. The ideal that animates him, as it seems also to be the inspiration of the author in the writing of the book, is the perfect love of man for his fellow-men, the love that grows stronger the greater their need.

The House on the Mall

"The House on the Mall," by Edgar Jepson, is a mystery story in which people of seeming distinction and social position utilize strange means for securing a livelihood. There are jewel robberies, murders, the kidnapping of titled ladies, wonderful mechanical inventions and other complications as a framework for a cleverly conceived and ably developed plot. The author writes extremely well; he has ingenuity, a sense of humor and a knowledge of what is required for a really absorbing narrative so that prospective readers of his books are always assured of a treat, but this last flight of his imagination breaks all records. Net, \$1.25. (G. W. Dillingham Co.)

The Iron Woman

"The Iron Woman," by Margaret Deland, is a powerfully written story into which are introduced characters that have appeared in the author's earlier novels. There is Helena Richie with little David, who becomes a man before the closing chapters are reached. Robert Ferguson, too, and his fiery-tempered little niece Elizabeth, the deserted child of a woman who left her husband to run away with another man, are also introduced, but the central figure—the "Iron Woman"—is Mrs. Maitland, the woman who in her craving to make her children rich loses all their natural love and respect. The scenes are laid in a western Pennsylvania town, which has been built up around the great Maitland Iron Works, and the hideousness of the foundry even permeates the home, and only in the surroundings of Mrs. Richie is there any suggestion of refinement, beauty, or elegance. The story follows the careers of Elizabeth and David, the Maitland children, from their tree-climbing days until they are old enough to marry, but the rivalry of youth continues and both boys love the same girl. It is the old story of the dazzle of riches and gaiety winning against strength of character, and the awakening of the woman to the fact that she has married the wrong man. Mrs. Deland is one of the few big novelists of the day, and each new story from her pen is added testimony to her ability. Net, \$1.35 (Harper & Bros.)



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



RELIABILITY



National 4 lbs.
 Union 2½ lbs.
 Columbian ... 2 lbs.
 Star 1 lb.
 Crescent 1 lb.

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved.

Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.

WRITE FOR CATALOGUE



Mail and Exp. 16 lbs.
 Commercial ... 12 lbs.
 U. S. 4 lbs.
 Victor 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.



75,000,000

SOLD the past YEAR, should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong. No Slipping, NEVER! All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y.



AGAIN WE HAVE PUT OVER A WINNER **VICTOR No. 85**

Rotating Cover Crystal Glass Base

Pen Rack Front

Per Dozen - - \$1.75

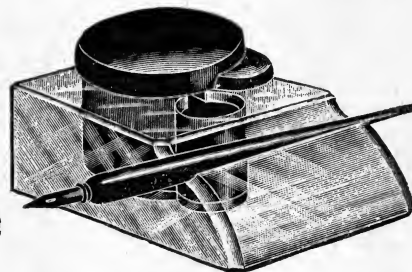
The Weeks=Numan Co.



The Largest Inkstand Manufacturer in the World

39-41 PARK PLACE

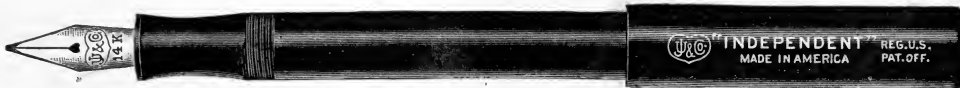
NEW YORK



"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50

With No. 2 Gold Pen.



\$2.00

With No. 5 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.

WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUGO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. **J. ULLRICH & CO.** NEW YORK CITY

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

PERSONALS

Edward S. Babcox, advertising manager of the Yawman & Erbe Mfg. Co., Rochester, N. Y., will address the Milwaukee Ad Club on December 13 on "The Real Advertising Manager."

Wm. J. Kennedy, of the Wm. J. Kennedy Stationery Co., of St. Louis, who is this week at the convention in Buffalo, will return home by way of New York, where he will select a line of novelties for his house.

J. Luman Riley, who was formerly manager for Emry Davis, and in consequence of his being connected with that house, was well-known in the stationery trade, is now with the Weeks-Numan Co., stationers' hardware and glassware, 39-41 Park place, New York City. He is covering the Eastern territory and part of the South, and is reported as doing good work.

Venus Leonhardt, daughter of M. J. Leonhardt, manager of the American Lead Pencil Company, of New York, is the latest addition to the ranks of the trade. As the office force of the company had been looking forward to the happy event they had already selected the name in advance of the arrival of the Stork Aeronautic train, and so there was nothing for the parents to do but accept the inevitable. So Venus it is, or to be strictly correct, it will remain Venus until it becomes necessary to distinguish her from other Venuses, at which time the young miss will be known as Venus the *First*.

New Numbers in the Tuck Line

Raphael Tuck & Sons Company are showing a new book of samples of holiday cards, mottoes, greetings, etc., that are likely to attract more than ordinary attention in the trade. Without exaggeration these new

numbers are superbly beautiful in every way.

Among the many novelties are rare art medallions handled in an entirely new and original way. The various numbers include hand-painted and photogravure cards, colored copperplate and parchment effects, and standard designs with a touch of originality that place them in a class by themselves.

The new calendar line also contains many novelties, together with the usual beautiful assortment long characteristic of the Tuck line.

American Seating Co.'s Catalogue

Not a few dealers and school stationers are developing considerable business in supplying blackboards and class room furnishings to schools. It is surprising that more have not already taken advantage of the possibilities in this direction.

The American Seating Company, Chicago, who are conceded to be the largest manufacturers of blackboards and school supplies in the world, have just issued a new 120-page catalogue, "FG."

They have an attractive proposition in their acme-plate, a suitable substitute for natural slate blackboards. It is made in black and green, and besides possessing an ideal writing and erasing surface, is practically noiseless—an advantage not possessed by natural slate. It is cut to exact size and any one can set it up. Acme-plate entirely eliminates breakage in transit, and weighs only one pound per square foot, whereas, slate and some other blackboard materials weigh at least five times as much. It is a thoroughly guaranteed board, and has been adopted by the United States Government, one hundred thousand feet having been recently shipped to the Philippines for use in the government schools.

Acme-plate is made up of three styles of portable blackboards, in all conceivable sizes.

As the foremost manufacturers of school furniture, the American Seating Company have recently introduced their American steel sanitary desks, which are made in three styles—Stationery-Automatics, Adjustable and Pedestal. These desks represent the most modern ideas in sanitary construction and design. Dealers are invited to write for exclusive agency proposition.

Lavette's Photo Mailing Envelopes.

It is remarkable how a real article of merit will find its way into the uttermost corners of the world. H. C. Lavette, patentee and sole manufacturer of Lavette's patent photo mailing envelope, has just received an order from Hyderabad Sind, India. He has also shipped to Barcelona, Spain, Australia, and even to Johannesburg, Africa, and as far as the home market is concerned, he sells to all of the jobbers in the United States and Canada. He has always upheld one price to all jobbers and retailers, although paper, pulp, boxes, cases, and almost everything pertaining to his product has increased from 10 to 25 per cent. His envelope has proven to be one of the most staple articles handled by stationers. It has been on the market for over twenty years, and has proved to be a rapid seller. There have been a few cheap so-called mailing devices put on the market, but which do not seem to affect Lavette's envelope, as his orders are constantly increasing.

THE
EXCELSIOR
DIARY

Is
Up-To-Date

Window Displays

of inks and adhesives can be used to distinct advantage in boosting your sales of these much needed articles.

All

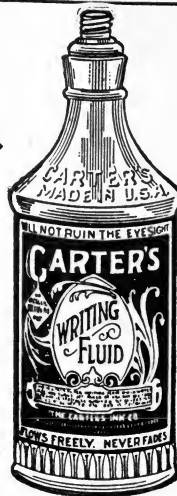
Carter's Inks

Mucilage and Paste

packages are put up as attractively as possible with labels and general appearance intended to help the dealer realize a quick return on his money.

Carter's Writing Fluid

The best general ink for Office and Home.



Chas. S. Clark Company

ST. LOUIS, U. S. A.

Devote their entire energy and time to the production and importation of

NOVELTIES

IN PAPER AND OTHER MATERIALS FOR THE RETAIL STATIONERY TRADE

20 Years In This Business Should Qualify to Some Extent

Our new line of Guest Cards, Tally Cards, Valentine, St. Patrick and Easter Cards is absolutely the best proposition ever offered to the Stationery Trade in the U. S. A.

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios,
Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES 32, 34 and 36 Bleecker Street NEW YORK
20 Beekman Street

If it's Anything in the Line of
Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.

PEN AND INSURANCE PENCIL

Something that practically every user of a pen or pencil requires,
and the better the pen or pencil, the more necessary it becomes



There is still some desirable territory left for jobbers who are not now handling

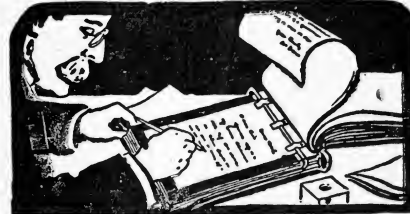
THE MODERN "B" PEN AND PENCIL CLIP

It helps to insure the safety of the pen or pencil and is a great convenience. The most popular and
best clip made.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on
display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

THIS BILL BOOK A REAL TIME SAVER,
TROUBLE SAVER AND MONEY SAVER

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

Crayons

"STAONAL"

For Kindergarten, Marking
and Checking.

"DUREL"

Hard Pressed for Pastel
Effects.

"CRAYOLA"

For General Color Work,
Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"

Dustless White and
Colored Chalks.

Samples furnished upon
application.

BINNEY & SMITH CO.

81-83 Fulton St., New York

EAGLE "BULLET" PENCIL No. 1212



Patent Applied For

EAGLE PENCIL COMPANY

Light in Weight, Attractive in Appearance, and
SURE TO MAKE ITS MARK

The barrel is finished in gilt with highly polished
nickel pencil tip and has a compartment at
the end for carrying extra leads

MOUNTED ONE DOZEN ON A HAND-
SOMELY LITHOGRAPHED CARD

377-379 Broadway, New York

Barrett Bindery Co.'s Catalogue

The Barrett Bindery Company, 167 West Monroe street, Chicago, manufacturer of stationers' specialties, take pleasure in announcing to the trade that its 1912 catalogue is just off the press and ready for distribution. A great deal of care has been taken by the company in making this book an interesting and reliable source of information. It is beautifully bound and handsomely illustrated throughout, and every stationer should, by all means, have a copy for reference.

The Barrett Bindery Company is an old and reliable concern, and since 1867 has been making stationers' specialties in a most satisfactory manner. It manufactures loose-leaf devices of all kinds, paper fasteners and eyelets, etc. It is sole proprietor of the "Emerson" and "Torsion" binders.

Higgins Inks and Adhesives

The well-known products of Chas. M. Higgins & Co. need no special recommendation to stationers, as practically all the trade are aware of their superior qualities, having sold them for the past thirty years. "One Standard and That the Highest," is the watchword of this concern, which has resulted in the establishment of its enviable reputation. Considering their high quality, the Higgins products are really cheaper than many inks that sell for less money, as they give the utmost satisfaction, resulting in the establishment of a steady trade. Besides the reliable character of its goods, the Chas. M. Higgins & Co. pursues a liberal policy in advertising whereby it creates a large demand for its inks and adhesives, thus helping the stationer to increase his profits. As it makes a large variety of both the staple articles, all special needs can be cared for out of its products. Reference to the concern's two-page advertisement in this issue will give a better idea of the great extent of the Higgins line. To mention one of these we call attention to its Eternal ink, which has a large sale because of the demand for an ink that will not fade. The gradual obliteration of important records because

of poor ink and cheap paper made out of wood pulp has brought this matter of permanent record inks strongly to the attention of the authorities not only in America but in England, Germany and France. The drawing and engrossing inks made by Chas. M. Higgins & Co. are equally as famous in their respective lines as the concern's Eternal ink, which is now known as its "everlastingly" black ink. The large demand for the concern's glues, mucilages and pastes tell the story in regard to their appreciation by the trade. Stationers should write for the discounts on these goods. The main office of Chas. M. Higgins & Co. is 271 Ninth street, Brooklyn, N. Y.

Photomailer Cabinets

The increased use of the camera in the past few years has brought about a small revolution in the means used to send photographs and other enclosures flat through the mails. To meet this modern necessity the Thompson & Norris Company, in addition to making the protective envelopes, has originated a cabinet for holding an assortment of these goods, which makes a very convenient way of displaying them in retail stores. These handy receptacles show the goods off to the best advantage, keeping them constantly before the customers. On each side of the cabinets the mailers are advertised and each compartment gives all the necessary information as to size and retail price; in other words, the goods sell themselves. The cabinets are sold singly or in shipping cases of eight to the jobber. Further information will be furnished by addressing the company at 212 Concord street, Brooklyn, N. Y.

Rand, McNally's Maps and Atlases.

The Rand, McNally & Co. announces that the response from the trade on its new Imperial Atlas of the World has been unprecedented, the first edition of 10,000 copies being sold before they were received from the press. The company is now printing the third large edition.

The sales on the Rand, McNally indexed pocket maps have also been unusually large—over a million copies sold to date. The

company also announces that its new pocket Atlas of the World with the new official census will be ready for the trade November 1. This atlas has been rewritten and corrected, and is the best of its kind on the market.

The Rand, McNally dollar Atlas of the World, with new official census will be ready for distribution about October 25. This reliable publication contains useful information and extensive corrections have been made. It contains 91 colored maps and 97 pages of reading matter.

Edison on the Swiss

Speaking of the Swiss, who greatly interested him during his European tour, Thomas A. Edison said:

"They remind me in some respects of the Japanese. Their genius shows itself in minute sorts of labor. They are a little people in a little land. Everything they are clever at is little—their watches, clocks, music boxes and wooden toys, but as far as I can judge they are more intricate in inventions than in mind. They lack the daring in business that characterizes the Anglo-Saxon mind. Their business advance is hampered by overprudence. They take Chinese steps where we stride on seven-league boots. They thought they had a monopoly on watches till we showed them they could be made by machinery. That's the worst blow they have had, though they are imitating us in Geneva in that factory workshop."

Suit Over Telephone Tablet

Papers were served last week by the Hoge Manufacturing Company, 108 Fulton street, New York, on S. I. Atwater, of 335 Broadway, that city, for alleged infringement of the "Modern" telephone tablet, which is being manufactured by the former concern and which has a large sale.

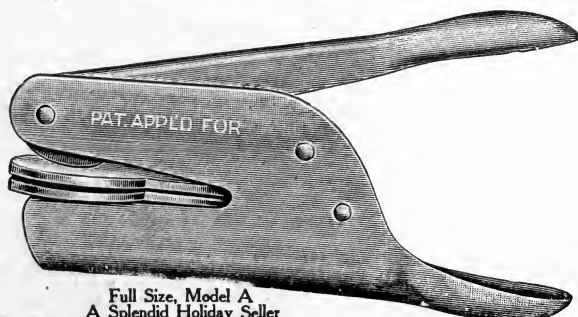
To get customers inside your store make the outside attractive.

Sold
The World
Over

THE
EXCELSIOR
DIARY

ROOVER'S HAND EMBOSSER

The best on the market, combining
NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE
Require little effort to sell—one sale leads to more



Full Size, Model A
A Splendid Holiday Seller

G



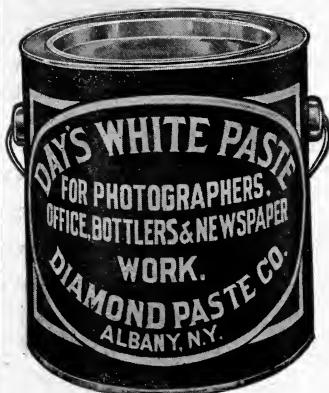
RH

Single Initials—25 in a display box (except X) retailing for 25 cents each—to the dealer, \$3.75 delivered.
Three Initials, \$1.00 each—To the dealer, 70 cts. delivered.

Samples of work and Price List, of our Extensive Line mailed on request.
It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

6 & 12 lb. Pails. 6 oz. Jars.



The reason that Consumers always come back for *MORE* of
DAY'S WHITE PASTE

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystalize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A Perfect Paste for All Paste Uses

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.



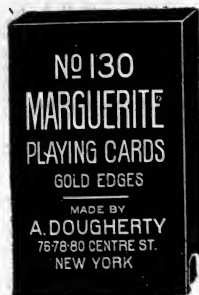
Write for Dealer's Prices for Full Line

Our prices to dealers will interest you. Write for them.

DIAMOND PASTE CO., 72 Hamilton St., Albany, N. Y.

DOUGHERTY'S PLAYING CARDS

KNOWN FOR MORE THAN HALF A CENTURY



No. 130 MARGUERITES

GOLD EDGES WHIST SIZE
 LINOID OR ENAMEL FINISH

SOMETHING NEW

A Perfumed Card

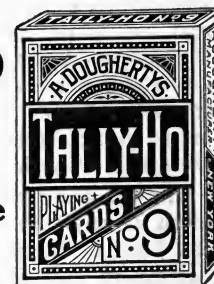
Six floral back designs in natural colors.
 A valuable coupon in each pack

No. 9 TALLY-HO

LINOID OR ENAMEL FINISH

The Best 25c. Card Made

Good Assortment of Designs



A. DOUGHERTY, 139-141 Franklin St., NEW YORK

150 YEARS IN BUSINESS

In order to commemorate this event

A. W. FABER

is placing on the market exceptionally high grade

"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices.
 Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

A. W. FABER

Established 1761

Newark, N. J.

OLDEST AND LARGEST LEAD PENCIL FACTORIES

"PAPERS OF QUALITY"

MOUNTAIN MILL SNOWDRIFT

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

MADE BY

LEE, MASS.

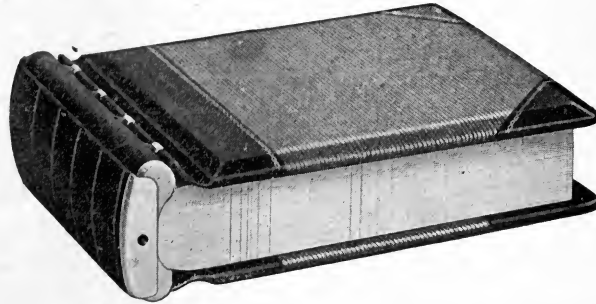
MOUNTAIN MILL PAPER COMPANY

LIST OF MOUNTAIN MILL SNOWDRIFT SELLING AGENTS:

- | | |
|--|---|
| WM. H. CLAFLIN & CO. INC'D.....No. 332 Summer St., Boston, Mass. | BEEKMAN PAPER & CARD CO.....No. 56 Beekman St., New York. |
| HOWARD FISHER PAPER CO.....Baltimore, Md. | F. D. SARGENT.....No. 13 North Pearl St., Albany, N. Y. |
| MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill. | WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa. |
| KINGSLEY PAPER CO.....Cleveland, Ohio. | A. HARTUNG & CO.....No. 24-26 South Marshall St., Philadelphia, Pa. |
| DIEM & WING PAPER CO.....Cincinnati, Ohio. | O. W. BRADLEY PAPER CO.....St. Louis, Mo. |
| BEECHER, PECK & LEWIS CO.....Detroit, Mich. | ZELLERBACH PAPER CO.....San Francisco, Cal. |
| JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa. | F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn. |
| THE C. P. LESH PAPER CO.....Indianapolis, Ind. | ZELLERBACH PAPER CO.....Los Angeles, Cal. |
| BENEDICT PAPER CO.....Kansas City, Mo. | H. N. RICHMOND PAPER CO.....Seattle, Wash. |
| JOHN LESLIE PAPER CO.....Minneapolis, Minn. | W. E. EBBETS PAPER CO.....Syracuse, N. Y. |
| THE E. A. BOUER COMPANY.....Milwaukee, Wis. | A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York. |

Plew & Motter Co.'s New Catalogue

The new catalogue of the Plew & Motter Company, Chicago, is now ready for distribution. An illustration of it is shown



herewith. This book marks a new era in Loose-Leaf Catalogue. It has been gotten up on the theory that dealers should experience as little trouble as possible in locating the article wanted. No other catalogue, regardless of the proposition it covers, was ever indexed as completely as this one. It not only contains a complete general index, but is—as may be seen from illustration—thumb-cut down the margin into eighteen sections, and each section is carefully indexed. The various goods listed are so grouped that it is very easy to find the article wanted.

The one thing which has contributed as much as anything else to the success of the Plew & Motter business is the large number of exclusive features in the line. Over seven hundred loyal dealers are boosting these goods every day, and the company will be glad to send this new catalogue to anyone in the trade interested.

We are also showing herewith a cut of the Plew & Motter Steel Ledger which is beyond question in a class by itself as regards Steel Ledgers. It has been no diffi-

cult matter to shape the sides and back out of pressed steel so that they will resemble the aluminum casting back, but it has been difficult for some manufacturers to fasten

the posts into the steel frame so that the possibility of their ever coming out is eliminated. This is exactly what has been accomplished in the P. & M. Steel Ledger. The posts, at the point where they are attached to the steel frame, have a reinforcement of about $\frac{3}{4}$ of an inch. This is a most important feature and should not be overlooked by a wide-awake dealer or prospective user. P. & M. Steel Ledgers have more hinge lugs than any other. This feature, combined with many others, makes this Ledger a neater and better finished article. Dealers desiring further information about the Plew & Motter line should write the company at once.

Desk Memo File and Calendar

"Perfection" desk memorandum file and calendar combinations, are manufactured solely by the Hale Specialty Co., 118 N. Jefferson street, Chicago, who makes two sizes of this almost indispensable article, to wit: commercial size, and petite or library size. There are several different styles which are mounted on bases of black

enamel, antique copper, nickel plated, brass plated, solid brass and silver plated, and every desk equipment is incomplete without a "Perfection" convenience and time-saver.

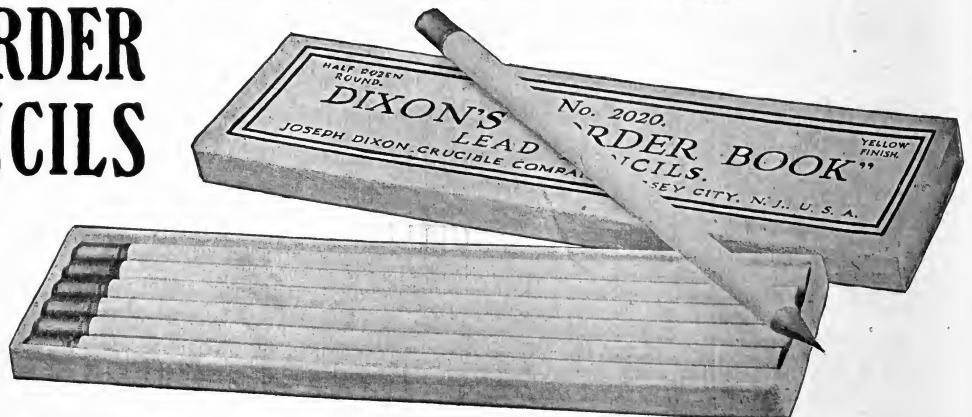
The Hale Specialty Co. especially desires to get in direct touch with every



dealer this season, as it feels that considerable business is being missed by the trade that could be worked up in each vicinity, and to this end has ordered a special lot of advertising matter for 1912, which will be supplied to each and every stationer. The Hale company has always enjoyed an excellent reputation on its line of goods in the trade. From its inception its product has been of the highest grade, and this, together with the special attention which the company gives to each and every customer, has caused its line to be put forward with most gratifying results.

"Hitch the DIXON advertising campaign to the sales end of your business"

DIXON'S ORDER BOOK PENCILS



are made for all salesmen and for all others doing manifold work, and each sale is a silent testimonial to the policy of convincing a customer that you are after something besides his money. Dixon's

Order Book Pencils are specially manufactured for writing on manifold order books, being soft enough to avoid tearing the paper but hard enough to make clear carbon copies. In appearance the Order Book is round, yellow finished with ornamental metal tip. Packed six in a slide box and twelve boxes in a carton. Dixon's Order Book pencil fills a long-felt need. Will you help to create the demand?

Have you seen the beautifully embossed 10x14, three color card hanger of the Order Book Pencil?

JOSEPH DIXON CRUCIBLE COMPANY, JERSEY CITY, N. J.

NEW YORK
BOSTON

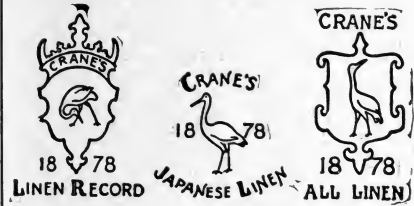
PHILADELPHIA
PITTSBURG

CHICAGO
BUFFALO

SAN FRANCISCO
BALTIMORE

ST. LOUIS
ATLANTA

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



**YEAR BOOKS
FOR 1912**

Turn your attention to diaries: these are the active months in that branch. Carry the diary that's advertised:

**HUEBSCH'S
YEAR BOOKS**

B. W. HUEBSCH

225 Fifth avenue New York

HIGGINS' WHITE DRAWING INK



Chas. M. Higgins & Co.

Originators and Manufacturers

INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**
Factory, 240-244 Eighth Street, } **U. S. A.**

Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.



This Package Represents

**THE BEST SELLING
AND BEST MADE**

Playing Card

IN THE WORLD

SEND FOR OUR NEW
TUCKS

For Window Display and Office
Directory of Patterns.

**The New York
Consolidated Card Company**

222 to 228 W. 14th St., New York

"A Journal for Progressive Master Printers"
THE AMERICAN PRINTER
A Sample Copy is Yours for 20 cents.
A Year's Subscription Costs Two Dollars

**Should There Be But One
International Organization?**

The September **AMERICAN PRINTER** contains the opinions of leading organization men on the situation that confronts the two employing printers' conventions at Denver.

This number also contains other timely articles that will interest all up-to-date printers.

Excellent examples of color printing are shown.

The **AMERICAN PRINTER** is subscribed to by printers who wish a journal that instructs, interests and entertains. Are you a subscriber? If not, send 20 cents for a copy.

Oswald Publishing Co., 25 City Hall Place, New York

THE PHOTOMAILER



TRADE MARK

Patented June 26, 1900. Trade Mark registered. You all know the famous T. & N. Photomailer. As a device for mailing photographs it is unequalled, and the dealers find it a splendid staple. We now supply cabinets for shelf use, as well as the mailers. Particulars on request.

The Thompson & Norris Co.

Concord and Prince Streets, **BROOKLYN, N. Y.**

Boston, Mass.; Brookville, Ind.; Niagara Falls, Can.; London, Eng.; Jülich, Germany.

Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

ART PUBLISHERS.

W. J. Anderson & Co., 341 Broadway, New York	67
Celebrity Art Co., 36 Columbus Ave., Boston	100
American Typographic Co., 40 Winchester St., Boston, Mass.	69
Chas. S. Clark Co., St. Louis, Mo.	116
Gibson Art Co., Cincinnati, O.	13
Thompson Smith Co., 263 Fifth Ave., New York	108
Raphael Tuck & Sons' Co., Ltd., 122 Fifth Ave., New York	59

BLACKBOARDS.

American Seating Co., 218 S. Wabash Ave., Chicago, Ill.	72
---	----

BLANK BOOKS.

Boorum & Pease Co., 109 Leonard St., New York	82, 83
Gresham Blank Book Co., 316 Hudson St., Brooklyn, N. Y.	18
Kiggins & Tooker Co., 35-37 Park Place, New York	27
J. G. Shaw Blank Book Co., 267 Canal St., New York	36

BLOTTER BATHS.

Eureka Blotter Bath Co., 6217 Wentworth Ave., Chicago, Ill.	80
---	----

BOOK RINGS.

Otto Kellner, Jr., 4028 State St., Chicago	113
--	-----

BRASS DESK SETS.

F. L. Harding, 508 Broadway, New York	104
---------------------------------------	-----

CASH BOXES.

M. Kamenstein, 394 Hudson St., New York	2
Merriam Mfg. Co., Durham, Conn.	93

CHECK PROTECTORS.

New Era Mfg. Co., 315 4th Ave., New York	103
--	-----

COIN WRAPPERS.

Detroit Coin Wrapper Co., Detroit, Mich.	103
--	-----

COPYING BOOKS.

Ditmars-Kendig Co., 278 Douglas St., Brooklyn, N. Y.	117
William Mann & Co., 529 Market St., Philadelphia, Pa.	117
J. G. Shaw Blank Book Co., 267 Canal St., New York	1

CRAYONS.

American Crayon Co., Sandusky, Ohio	102
Binney & Smith Co., 81-3 Fulton St., New York	3, 117
Standard Crayon Mfg. Co., Danvers, Mass.	113

DESK CALENDARS.

Hale Specialty Co., 118 N. Jefferson St., Chicago, Ill.	112
---	-----

DESK PADS.

J. G. Shaw Blank Book Co., 267 Canal St., New York	36
I. Smigel, 166 William St., New York	22

DIARIES.

B. W. Huebsch, 225 Fifth Ave., New York	121
Kiggins & Tooker Co., 35-37 Park Place, New York	27
Laird & Lee, Chicago, Ill.	105

DICTIONARY.

G. & C. Merriam Co., Springfield, Mass.	86
---	----

DISPLAY CABINETS.

Gier & Dail Mfg. Co., Lansing, Mich.	90
Home Specialty Co., Fort Wayne, Ind.	89

DRAWING AND ARTISTS' MATERIALS.

F. Weber & Co., 1125 Chestnut St., Philadelphia, Pa.	88
--	----

DUPLICATORS.

A. B. Dick Co., Chicago, Ill.	60, 61
-------------------------------	--------

EMBOSSING PRESS.

Roovers Bros., 100 Schermerhorn St., Brooklyn, N. Y.	118
--	-----

ENVELOPES.

Sherman Envelope Co., Worcester, Mass.	22
Union Envelope Co., Richmond, Va.	104
U. S. Envelope Co., Springfield, Mass.	bet. 90, 93

ENVELOPE EXPANDING.

Geo. B. Graff Co., 294 Washington St., Boston, Mass.	108
--	-----

ERASERS, STEEL.

Miller Bros.' Cutlery Co., 309 Broadway, New York	30, 110
---	---------

GAMES.

Parker Bros., Salem, Mass.	35
----------------------------	----

INKS.

Carter's Ink Co., Boston, Mass.	116
Thaddeus Davids Co., 95 Vandam St., New York	39
W. A. Davis Co., Boston, Mass.	103
Chas. M. Higgins & Co., 271 9th St., Brooklyn, N. Y.	28, 29, 121
Robert Keller Ink Co., Detroit, Mich.	81
Pomeroy Ink Company, Newark, N. J.	125

INKSTANDS.

Sengbusch Self-Closing Inkstand Co., 1310 Montgomery Building, Milwaukee, Wis.	75
--	----

LOOSE LEAF SYSTEMS, FILES, ETC.

Barrett Bindery Co., 167 N. Monroe St., Chicago, Ill.	74
Berkshire Hills Paper Co., Adams, Mass.	85
Boorum & Pease Loose Leaf Book Co., 109 Leonard St., New York	82 and 83
Chicago Shipping & Receipt Book Co., Sacramento and Carroll Ave., Chicago, Ill.	56, 57
Globe Wernicke Co., Cincinnati, Ohio	78
Irving Pitt Mfg. Co., Kansas City, Mo.	111
Morden Mfg. Corp., Waterbury, Conn.	105
Nelson Corporation, 443 Wells St., Chicago	113
New Standard Loose Leaf Co., 80-82 4th Ave., New York	125
Plen & Motler Co., Centre Ave. and West Monroe St., Chicago	bet. 64 and 67
C. E. Sheppard Co., 82 Fulton St., New York	43
Samuel C. Tatum Co., Cincinnati, O.	51

MAILING CARDS.

H. C. Lavette, 333 S. Clinton St., Chicago	95
Thompson & Norris Co., Prince and Concord Sts., Brooklyn, N. Y.	121, 124

MANIFOLD BOOKS.

S. T. Smith Co., 11 Barclay St., New York	88
---	----

MAPS.

Rand, McNally & Co., Chicago, Ill.	70, 71
------------------------------------	--------

PAPER FASTENERS.

O. K. Mfg. Co., Syracuse, N. Y.	99, 115
---------------------------------	---------

PAPER MANUFACTURERS.

L. S. Brown Paper Co., Adams, Mass.	107
Carter, Rice & Co., Corporation, 246 Devonshire St., Boston, Mass.	117
Crane Bros., Westfield, Mass.	12, 121
Crane & Co., Dalton, Mass.	16
Z. & W. M. Crane, Dalton, Mass.	7, 17
Franklin Paper Co., Holyoke, Mass.	113
Hampshire Paper Co., South Hadley Falls, Mass.	23
Mountain Mill Paper Co., Lee, Mass.	42, 119
Old Berkshire Mills Co., Dalton, Mass.	25
R. D. Rising Paper Co., Housatonic, Mass.	125
Southworth Co., Mittingue, Mass.	44
Byron Weston Co., Dalton, Mass.	126

PAPER, WHOLESALE.

Henry Lindenmeyr & Sons, 32-36 Bleeker St., New York	117
--	-----

PASTE.

Diamond Paste Co., Albany, New York	119
-------------------------------------	-----

PENCILS.

American Lead Pencil Co., 75 W. 4th St., New York	89
Jos. Dixon Crucible Co., Jersey City, N. J.	45, 120
Eagle Pencil Co., 377 Broadway, New York	117
Eberhard Faber, 200 Fifth Ave., New York	18, 32, 33
A. W. Faber, Newark, N. J.	37, 119

PENCIL SHARPENERS.

Automatic Pencil Sharpener Co., 445 Atlas Block, Chicago, Ill.	87
--	----

PEN AND PENCIL CLIPS.

Hoge Mfg. Co., 108 Fulton St., New York	67, 117
L. D. Vantalkenberg, Holyoke, Mass.	113

PENS, FOUNTAIN.

American Fountain Pen Co., Boston, Mass.	97
D. W. Beaumel & Co., 35 Ann St., New York	18
Duryea Co., 106 Fulton St., New York	64
Conklin Pen Mfg. Co., Toledo, Ohio	109
Mable, Todd & Co., 17 Maiden Lane, New York	77
J. W. Ulrich & Co., 27 Thames St., New York	115
L. E. Waterman Co., 173 Broadway, New York	1, bet. 18 and 21

Whitney-Richards Co., 247 W. Superior Ave., Cleveland, Ohio	104
Paul E. Wirt Fountain Pen, Bloomsburg, Pa.	4, 126

PENS, STEEL.

Esterbrook Steel Pen Co., 95 John St., New York	38, 117
---	---------

PLAYING CARDS.

American Bank Note Co., 70 Broad St., New York	2
American Playing Card Co., Kalamazoo, Mich.	41, 115
A. Dougherty, 139-141 Franklin St., New York	119
New York Consolidated Playing Card Co., 222 W. 14th St., New York	121
Standard Playing Card Co., Chicago, Ill.	31
U. S. Playing Card Co., Cincinnati, Ohio	52, 53

POST CARDS, ILLUSTRATED.

The American News Company, 9-15 Park Place, New York	15, 40, 73
E. C. Kropp Co., Milwaukee, Wis.	105

POSTAL SCALES.

Pelouze Scale & Mfg. Co., 232-242 E. Ohio St., Chicago, Ill.	115
Triner Scale & Mfg. Co., 1255 W. 21st St., Chicago, Ill.	10

RUBBER BANDS.

Davol Rubber Co., Providence, R. I.	95
Eberhard Faber, 200 5th Ave., New York	18, 32, 33

SCRAP BOOKS.

Kiggins & Tooker Co., 35-37 Park Place, New York	27
--	----

SCHOOL SUPPLIES.

A. L. Salomon & Co., 345 Broadway, New York	98
Weber, Costello Co., Chicago Heights, Ill.	103

SHADE ROLLERS.

Stewart Hartshorn Co., East Newark, N. J.	86
---	----

SILICATE SLATE.

New York Silicate Book Slate Co., 20 Vesey St., New York	113
--	-----

STAMP PADS.

B. G. Volger Mfg. Co., Passaic, N. J.	68
---------------------------------------	----

STAPLING MACHINES.

Acme Staple Co., Camden, N. J.	113
--------------------------------	-----

STATIONERS' SUPPLIES.

The American News Company, 9-15 Park Place, New York	15, 40, 73
Goes Lithographing Co., 61st and Clark Sts., Chicago	48, 49
Meyer & Wenthe, 90-2 Dearborn St., Chicago	110
Tower Mfg. & Novelty Co., 306-308 Broadway, New York	7
Frank A. Weeks Mfg. Co., 93 John St., New York	86
Weeks-Numan Co., 39 Park Place, New York	46, 115
Marcus W. Wolf & Co., 204 W. German St., Baltimore, Md.	36

STATIONERY.

American Papeterie Co., Albany, N. Y.	101
Berlin & Jones Co., 547 W. 27th St., New York	7
Eaton, Crane & Pike Co., Pittsfield, Mass.	26
George B. Hurd & Co., 425-427 Broome St., New York	21
Marcus Ward Co., 116 39th St., Brooklyn, N. Y.	18
Saml. Ward Co., 57 Franklin St., Boston, Mass.	22, 47
Whiting Paper Co., 150 Duane St., New York	9

THUMB TACKS.

Hawkes-Jackson Co., 38 Murray St., New York	11, 115
Hoge Mfg. Co., 108 Fulton St., New York	67, 117

TYPEWRITER SUPPLIES.

Buckeye Ribbon & Carbon Co., Cleveland, O.	103
International Carbon Paper Co., 241-5 Centre St., New York	103
Manifold Supplies Co., 180 3d Ave., Brooklyn, N. Y.	24
Mittag & Volger, Inc., Park Ridge, N. J.	7
The S. T. Smith Co., 11 Barclay St., New York	88
F. S. Webster Co., 362 Congress St., Boston, Mass.	55

Binney & Smith Co.'s Crayons

Two illustrations are shown here of the line of crayons manufactured by the Binney & Smith Co., 81-83 Fulton street, New York. One cut shows the Staonal Crayon No. 7 (reduced) which is a tapered marking crayon which the manufacturer states is entirely free from grit. This crayon is indelible, permanent, waterproof and will not rub off. It is manufactured in differ-



ent sizes and grades and suitable for every purpose where a marking crayon can be used. It is not affected by climatic changes and comes in black, white and colors. No. 29 Staonal is an exceptionally hard crayon for rough seasoned lumber.

These two brands are only several of the line of crayons which this company manufactures. Its best known brand is the "Crayola" crayons for artists and school drawing work. The Crayola is manufactured in different colors which are permanent and said to be as brilliant as those in the finest oil tube colors than can be possibly imagined. These crayons have proved very popular with users, and con-



sequently the demand for them has increased in the trade.

Any dealer who does not handle these crayons should write the company for their booklet, which will give them full information.

Typo Tuck-Flap Folders.

Over in Boston where beans and culture blend into one harmonious whole, the combination seems conducive to the production of fine novelty art creations. One of the big lines, that of the American Typographic Company, Inc. (or Typo-Boston), is presided over by Arthur M. Flinn, president and treasurer, ably assisted by his son Arthur S. Flinn, secretary and superintendent of the mechanical department. Both of these gentlemen admit a strong liking for Boston's favorite dish when cooked in the good old New England way, and say they have no doubt but that to "know beans" may have had some bearing on the success of the Typo lines. When asked about business, their reply was, "Working our mechanical force three nights in the week since August 1." They have many strong features in their lines, and say they have had many reorders by mail for the little Typo tuck-flap folders which are called "Just a Little Message" and "Birthday Message," and "Just a Christmas Message." One of them is herewith illustrated.

Salesmanship is the biggest word in the dictionary to the business man.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossil, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Enclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James Q. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."



We make fourteen sizes of the Photomailer, but the cabinet sizes are as stated above. Further information concerning our complete line will be given on request.

Cabinets are sold singly, or in shipping cases of eight to the jobber. We will be glad to supply all particulars on request.

The
Photomailer

TRADE MARK

Patented June 26, 1900. Trade Mark Registered.

Protector of cellular board. Envelope of manilla attached to board.

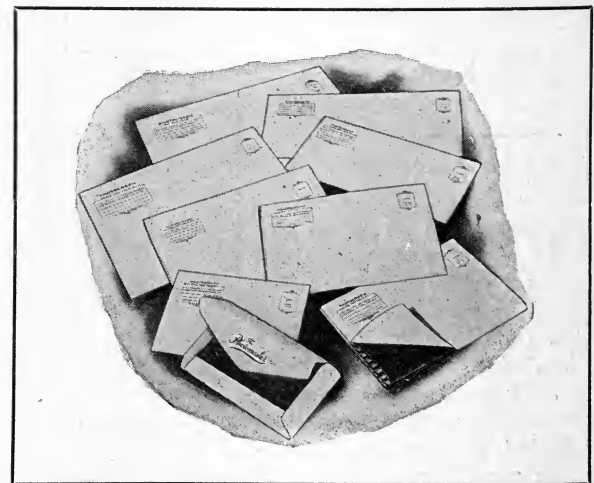
Designed for mailing photographs and other enclosures, flat.

Maximum strength at minimum weight. Saves postage. Rate, 1c. for 2 oz.

Neat and attractive.

WE are pleased to inform our patrons that we have put in stock a supply of "Photomailer Cabinets." The purpose of the cabinet is set forth in the first illustration appearing on this page. It acts as a convenient receptacle for the goods, shows them in a most attractive way, and keeps them constantly before the customer. The front and sides advertise the contents, and furthermore, each compartment of the cabinet is neatly labelled, showing size and retail price of the Photomailer placed in it. This gives the cabinet increased selling efficiency, thereby assisting the clerical force in the store. Our assortment consists of eighty-four Photomailers, quantities, numbers and sizes as follows:

No. in Cabinet.	No.	Size
12	1 2 3 —	4½ x 7
12	1 2 6 —	5½ x 7¾
12	1 3 1 —	6½ x 9⅞
12	1 3 5 —	7½ x 10⅞
12	1 3 9 —	8½ x 11⅞
6	1 4 3 —	9½ x 12½
6	1 5 1 —	11¼ x 14¾
6	2 3 4 —	5½ x 11¼
6	2 4 0 —	6½ x 13¼



Showing one each of the assortment.

MANUFACTURED BY

THE THOMPSON & NORRIS COMPANY

ESTABLISHED 1875

212 Concord Street, Brooklyn, N. Y.

Pacific Coast patrons are referred to our representatives, CHESS & WEBB, 833 Market Street, San Francisco, Cal.